

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXVI

NEW YORK, MARCH 5, 1914

No. 10

Working to Achieve its Service Ideals with the Public's Aid

The American Telephone and Telegraph Company is a public service corporation. By the very nature of its service it is a large corporation and must continue to grow as its service to the public increases.

Believing its ideals to be attainable to the extent that the public understood and approved them, the American Telephone and Telegraph Company decided several years ago to tell its story directly to the people.

Through the advertising columns of the most widely circulated publications, it has set forth from month to month what it has aimed to do, frankly admitting

the besetting difficulties and affirming its earnest purpose to measure up to the highest degree of usefulness.

This policy has been of mutual benefit. It has given to millions of persons an intelligent understanding of the service ideals by which this corporation is inspired and by which it asks to be judged.

And it has taught the company to appreciate more fully the requirements of the public, thus making it easy to come into harmony with the

spirit of fairness and co-operation shown by the authorities of the government in looking toward a higher and better public service.



In promoting this publicity, it has been
our pleasure to co-operate.

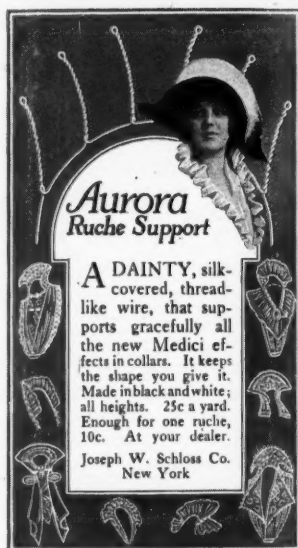
N. W. AYER & SON
Philadelphia

New York

Boston

Chicago

The
Profes-
sional
vs.
the
Amateur



*Federal Advertising Agency,
243 West 39th St., New York.*
Gentlemen:

Our reason for selecting your agency to tell the story of the "Aurora" Medici Supports to the women of this country, was a convincing one. You were able to prove to us in advance that you had complete mastery of all the controlling conditions in the fashion field; that your knowledge of distribution and sales facts was professional, rather than amateurish, and that you realized to the full that advertising does not consist merely of attractive pictures and appealing text.

This early opinion, experience has confirmed.

Sincerely,

JOSEPH W. SCHLOSS CO.

"Put it up to men who know your market"

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXVI

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Manufacturers Disclose Inside Selling Facts

Erlanger, Towne, and Kellogg Describe Practices and Policies Touching Dealers

"PRICE-CUTTING is a disease," said Abraham Erlanger, president of the B.V.D. Company, manufacturers of underwear, "you can trace it at its beginning and follow it in its path across the country just as accurately as you can trace a storm. On May 9, 1913, a Massachusetts retailer wrote us, complaining of the action of a competitor in cutting the price of our 50-cent product one cent. He said: 'We shall always object where price-cutting on an advertised article at an advertised price is started. While the small reduction here made is immaterial to us, yet a cut of 15 cents means that the goods lie on our counters untouched. This we know from the experience of past years.' This party was a good prophet; he foresaw what was going to happen in the wake of that one-cent cut. Soon thereafter we had a telegram from a large dealer in Boston complaining of a 13-cent cut on the same article on the part of a competitor. He added significantly, 'Have met price.' This dealer did not want to cut, but felt that he had to do so to compete. On the same day we had another telegram from another Boston dealer complaining of the action of both of these houses in selling our 50-cent goods at 37 cents. In other words, one dealer in Boston, by starting the cutting, precipitated a warfare which injured them all, as well as hurting their neighboring dealers, and which, it is safe

to assume, did the public no good, inasmuch as they made up their profit on other goods. The strife went further, and before it finished extended largely through New England. I have computed that one of the dealers in a single day in this strife, in selling 3,600 of the 50-cent garments at 27 cents each and 1,200 of the dollar garments at 55 cents, lost \$780, recognizing 25 per cent as his selling expense."

PRICE MAINTENANCE TO BE EXHAUSTIVELY REVIEWED

Mr. Erlanger was speaking before the Committee on Judiciary of the House of Representatives, at the hearing on the proposed anti-trust bills. The question as to the advantages of established resale prices is rapidly becoming the most important topic in the deliberations, and it begins to look as though the whole subject of price-maintenance would at last receive the attention it deserves. Manufacturers are giving the facts taken from their experience in a way which shows, as it never has been shown before, what the advantages of a one-price policy are, to manufacturer and consumer alike. Mr. Erlanger continued:

"In the course of this same feud another party advertised these 50-cent goods for 35 cents or three for one dollar. When the advertisement was announced on the same day the opposite neighbor of this firm telegraphed to us 'Firm (naming firm in ques-

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tion) opposite to us has large sign in window, B. V. D. 35 cents; union suits 70 cents.' The cutting condition aforesaid precipitated a further cutting by another dealer, who sold 100 dozen of these goods at a loss of \$85, recognizing their cost of doing business as 25 per cent. In their excitement in carrying on the fight they wrote to us: 'Sell us 1,000 dozen of these goods at \$1.75 per dozen.' (The right price for them is \$4.12½). This would have been lowering our price to retailers \$2.37½ per dozen. We have never been able to determine just what line of reasoning these people followed in asking us to carry on their end of a cut-rate war,—to donate over \$2,000 and injure our trade-mark and every retailer.

"I have several instances of sensational advertising on our goods in the State of Washington, cases in which the dealers necessarily suffer considerable immediate loss and recouped them through overcharging on unbranded merchandise. I have an impression that it was this condition in that particular State that was largely responsible for the recent decision of the Washington Supreme Court which ruled that price-cutting on popular goods was wrong, injurious to the product itself, and, most important of all,—constituted a hardship on the public at large. The decision said very significantly, 'It is a fallacy to assume that the price-cutter pockets the loss. The public makes it up on other purchases.'

CUTTERS MAKE B.V.D. A MARK

"Price-cutting on popular goods leads to substitution and unfair advertising. The habit of advertising unknown goods as 'B.V.D. style,' 'like B.V.D.,' 'the same as B.V.D.,' 'imitation B.V.D.' and the like is a favorite method of exploiting a reputable trade-mark for the purpose of selling inferior goods. The dealer who ruthlessly cuts the uniform price of a standardized product is injuring the people. Since the inception of our business we have never raised

a price or lowered a quality but under every circumstance have steadily improved the quality. The retail price is the same now as it has always been. We at all times literally guarantee satisfaction to the consumer. If a man sends in a garment that is at all imperfect,—because we are all human and those things will happen,—we refund his money or send him another garment, but there are not many such cases during the year.

"I want it distinctly understood that my talk to you is not an appeal for help for our own company; we have the virility to survive any conditions that may arise. Our present plea is for the fair dealer, especially the smaller one who is now carrying on his legitimate business against almost overwhelming odds, and for the consumer's welfare. The kind of competition that I advocate,—now you will get my platform,—is the competition that refrains from despoiling trade-marks; that does not resort to unfair advertising and that does not sell popular goods at cut-throat prices.

B.V.D.'S REAL GRIEVANCE

"My grievance is not that my company has been injured. While it is distasteful and expensive to be forced continually to maintain the dignity of our trade-mark, I am influenced chiefly by the wish to protect all fair-minded retailers against the tactics of cut-throat competitors. I want to clear away any possible impression that the uniform retail price which I advocate tends in any way toward monopoly. There never has been a monopoly in the woven-underwear market and never can be. I can not illustrate this better than by stating that my company has created at least 75 active competitors.

"Please bear in mind that I base whatever claim I make for consideration upon the quality of the B.V.D. underwear. We sell goods through wholesale distributors only. The most popular numbers retail at 50 cents in separate garments and one dollar in

This First Sentence Means Much to Advertisers

Everybody's Magazine has a particularly strong influence in the home.

This is due to our unswerving determination to make the magazine alive, interesting and entertaining, as well as keeping it clean, both in its editorial and in its advertising departments.

Everybody's advertising is as clean as its text. It does not accept advertising for patent medicines, curatives, cigarettes, liquor, unlisted investments or any questionable business.

This adds to the value of the advertising it does accept.

Everybody's Magazine

600,000 Average Monthly Net Circulation Guaranteed

\$600 a Page

The Ridgway Company, New York

union or combination suits. For our goods, that is the popular number, the retailer pays thirty-three and one-third cents per garment. From the information that is generally received it costs approximately 25 per cent of the sale to run his business. The small merchant in order to succeed needs the merchandise that can be sold with the least trouble and the quickest turnover. The true competition is a competition between the articles of various manufacturers, based on their respective qualities and not competition in prices between different dealers in the same article. The latter competition is false and destructive and tends utterly to demoralize commerce."

STABILITY VITAL FOR RUG SALES

What a stable price has meant in securing to consumers a better grade of rugs and carpets was brought out by Arthur W. Cole, sales manager for the M. J. Whittall Carpet Mills, Worcester, Mass. Mr. Cole said:

"I represent a firm which has for a long time past sold its products direct to the retailer at a uniform price to all. It has been our policy to place the small dealer on an equal plane with his big competitor. We have gone even further; we have suggested to these same retail dealers that they pursue the same policy with the consumer. We have never fixed a price in the sense of an agreement. We have endeavored to keep in touch with the cost of doing business in our particular lines, and on the basis of the information thus obtained we have from time to time made up a retail price list which we have submitted to our customers, suggesting it as being fair to all concerned, and have expressed a hope that they would see their way clear to adopt it. We have never exercised any coercion. Whenever we have failed to get support we have simply withdrawn and allowed some other manufacturer of similar fabrics to take our place. Our sales have generally exceeded our production.

"I think I can explain my position on the uniform price question easily and quickly if you will allow me to introduce a little of the inside history of my firm. M. J. Whittall, its founder and still its dominant factor, came to this country comparatively a poor man many years ago. Step by step he has risen from the very bottom, gaining not only a nation-wide reputation for his fabrics but the trust and respect of his competitors. Along with his success have come problems. When he was making his way to the top his goods were dumped into the retail stocks and sold along with others for just ordinary goods. When consumers began to demand his goods his troubles began. The moment any article of commerce becomes well known and a demand for it is created that moment it becomes a shining mark for the confirmed price-cutter and the moment the price-cutter gets busy the reputable merchant is either forced to drop the article or restrict its sale as much as possible. Let this condition obtain over a wide area and it will readily be seen that the ruin of the manufacturer or the cutting of his quality to meet the new situation is absolutely certain.

HAVOC WROUGHT BY PRICE-CUTTING DEPARTMENT STORES

"The big department stores some years ago put the bulk of the small single-line or carpet stores out of business. They did it partly because they were able to do business at that period of their career cheaper than the single-line store and partly because with a hundred and one other departments paying a profit they could conduct one department at a loss long enough to throttle the single-line handler of the same merchandise. To-day, with the old-time merchant in our line out of the way, the competition in idle show amongst themselves compels them, as a rule, to ask a greater percentage of profit than the specialty merchant formerly required and the consumer is footing the bills. They still, however,

Results!

The Metropolitan
is bringing great
big results to its
advertisers.

That's why in the
March and April
issues there is as
much business as
we had for the en-
tire year of 1912.

METROPOLITAN

"The Livest Magazine in America"

J. MITCHEL THORSEN
ADVERTISING MANAGER

retain their power to down any manufacturer or any single-line merchant who has the courage to start in again, if they are free to procure the goods and name their own price on same." In conclusion the Whittall sales manager said: "We have no patents; our raw material is free; the only copyright we have is on our brains. We have no trade-mark except that which has been made by the keeping of our name before the public."

VIEWS OF PRESIDENT OF YALE & TOWNE

Henry R. Towne is widely known, not only as president of the Yale & Towne Manufacturing Company, but for years has been president of the Merchants' Association of New York. He appeared on behalf of the latter organization, and cited personal experience in opposing any legislative provision that would prevent a manufacturer from discriminating between different customers. Said he, "Take the case of a little community in which there are only two possible distributors for my product. The product is a specialized one which requires what is called missionary work to make the commodity known to the public, and to enable the public to appreciate why some of the things that we make, although more costly than substitutes, are worth the difference and are the most economical for the public to buy. No dealer can afford to devote the time and effort that this implies without some hope of reward. If I say to one of these dealers, 'I want you to go to work and open a market here for my line of products,' he is interested and says, 'Yes, I am ready to do that. What protection will I have if I am successful? Can I control your products in this particular market under reasonable conditions?' 'Oh no; you cannot do that. I must sell to your neighbor just exactly as I do to you.' 'What inducement have I then?' 'That is your affair. I want you to do this for me, if you will.' The man says, 'Under those conditions'—and I

know this from country-wide experience,—'this proposition does not interest me; I do not care to do anything about it.' I go to the other man and make the same proposition and he makes the same reply with the result that I get no customer at all and that community loses what I conceive in my own case would be the benefit of the opportunity to purchase a better product than they have been in the habit of getting or that they know about.

"A good thing will always find a market in time, but to broaden that market, to reach out to all the little rivulets of commerce, you have got to utilize the existing machinery of commerce, consisting in this case of the local merchants, and those local merchants, as a rule, are men of small capital and of still smaller imagination on the average. I say this with no disparagement; it is a recognition of differences in men, but unless you can give to men so situated some strong inducement to take up novelties, to be agents in the broadening of their market, in the education of their people to the value of new things, they will leave them alone. That is the experience of manufacturers the world over and in every line of product and distribution."

EVIDENCE PRODUCED BY W. K. KELLOGG

W. K. Kellogg, of Battle Creek, Mich., produced some important evidence to show that the one-price policy for Kellogg's Toasted Corn Flakes had, as a direct result, the protection of the public in the quality and the quantity of the product. Mr. Kellogg said:

"The matter in which I am specially interested is one of the uniform price. The company which I represent was organized about eight years ago. At that time I had had no previous experience in this kind of business. I had been engaged with my brother, Dr. Kellogg, in another business which did not call for any knowledge pertaining to the mercantile business in any way whatever. We started to make

a product called toasted corn flakes. This product, I learned, had been introduced into Philadelphia at a price that was not uniform, by our representative there. Shortly after this came to my knowledge, within a few months at least after learning of the situation, I went to Philadelphia and arranged to have a uniform price on toasted corn flakes in Philadelphia. There was a large number of stores in Philadelphia known as the chain stores, a combination of retailers, to whom we were selling the product at one price, although they were retailers, and to another group of retailers we were selling at still another price,—a higher price. I looked over the situation and it seemed to me it was absolutely wrong; it was not right. There was a gentleman on this side of the street to whom I was selling goods at \$2.80 and another man on the opposite side of the street whom I was selling at \$2.50,—for a case of 36 packages which retailed at ten cents.

DRASTIC ACTION IN PHILADELPHIA

"We cut off in one day in Philadelphia some twelve hundred of the leading and best stores in Philadelphia because we could not sell for the price at which we had been selling them, at the jobbing price. We knew we would lose business; that it would be detrimental to our interests from a manufacturer's point of view; but I thought it was not right to do what we had been doing. From that time until this time we have been trying to make our price uniform all over. We select the jobber and through him distribute our goods. We sell to jobbers only. We have one price to jobbers. A jobber can purchase our goods in one-case lots as cheaply as he can in carloads. We believe it is wrong and not correct and not right to sell to one jobber at \$2.50 and to another jobber at \$2.40 a case of 36 packages simply because the one buys in a larger quantity.

"We believe also in maintaining the retail price and having a uniform price on our goods as

well. We endeavor to give our customers full value on what we charge them. When we began our business, we had a package which sold at 15 cents, a small package. Shortly, within a very few months or within a very short time after we began business, by improved methods we were able to increase that size nearly 50 per cent and a short time later, within a year, we were forced by competition still further to increase and we were able to do it by improved methods. We were obliged to give and did give, half as much again,—50 per cent more than what we had been giving in quantity. So we have, since we began business and since we began to endeavor to maintain a uniform price on our goods, we have succeeded in giving a consumer 50 per cent more goods for 50 per cent less money. And now, we consider it no hardship to any one to pay, we will say, ten cents for a package of our product, for the reason if he does not want our kind there are many others that can be had at less money.

KELLOG'S MEET STRONG COMPETITION

"We have had in all, in competition in our corn-flake business, 107 different varieties of toasted corn flakes. There are not that many on the market, to-day, but there are quite a large number, and competition is very brisk. It seems to me if we could have a uniform price on commodities that it would be to the interest of the manufacturer, the jobber, the retail merchant and the consumer. We do not want our product sold for more than ten cents; we publish the price on the package. We also publish a guarantee on the package as to the quality of the goods. We guarantee them all the way through. For instance, it has occurred many times in our experience that a jobber or wholesale man had had some of the goods injured by fire or smoke. He gets his full amount from the insurance companies and the goods may be sold for salvage, but we think it is necessary to our inter-

est always to protect those goods by buying them up regardless of what they cost. We can not afford to have our name go out on a package of goods which we know is not right, that has been smoked or injured by water. We have recently endeavored to give the public a still better product than ever before. We are installing at the present time a machine for wrapping the package, so that it will be absolutely sanitary, in a sealed container, paraffin sealed, so that it could be dipped in water without securing any moisture."

Jewelers to Look into Advertising Frauds

At a meeting of the Jewelers' Guild of Philadelphia, held last week in the Bellevue-Stratford Hotel, fraudulent advertising was discussed and a committee was appointed to work in connection with the national committee against fraudulent and misrepresenting advertising. A. L. Thoma, ex-president of the Ohio Association, was the principal speaker. An invitation was extended to the State association to hold a meeting in Philadelphia in May or June.

Ashbrooke Leaves Hyde

J. T. Ashbrooke has resigned as advertising and sales manager of A. G. Hyde & Sons (Hydegrade messalines, taffetas, etc.), New York. Mr. Ashbrooke has joined the advertising department of *Harper's Bazar* and will be in charge of the New England territory.

Before going with Hyde & Sons, Mr. Ashbrooke was for five years with the Eastern offices of the Butterick Publishing Company.

St. Louis Ad League Election

Glenn W. Hutchinson, secretary-treasurer of the St. Louis Ad League, has resigned as secretary but will continue as treasurer. G. Prather Knapp, publicity manager of the Mississippi Valley Trust Company, has been elected secretary.

A "Spring Round-Up" evening session of the clubs is being planned at which the many new members will be initiated.

Changes in Hill Organization

Frank B. Godley, of the Make-It-Pay Department of the Hill Publishing Company, has been appointed manager of *Engineering News*, one of the Hill engineering weeklies.

Arnold S. Brenkey, who has been representing the Make-It-Pay Department in the Chicago office, has been made advertising representative for *Engineering News* in the East.

Thomas Balmer Says Retirement Is Permanent

WOMAN'S WORLD

CHICAGO, Feb. 28, 1914.

Editor of PRINTERS' INK:

I am sending you this announcement of my resignation with my personal thanks for the courtesies you have shown me in my official position during the time I have been connected with the *Woman's World*.

The question has been raised by PRINTERS' INK as to whether I am going to make another connection. I have absolutely no thought of doing such a thing. It is my firm intention to now terminate my business career and I have no intention whatever of making another connection of any kind in any business.

I believe I can enjoy the balance of my life without finding it necessary to keep my hands and brain occupied with any affairs other than those of my family and myself.

T. BALMER.

Cunningham Out of Phelps Publishing Co.

James M. Cunningham, for many years vice-president of the Phelps Publishing Company, and general circulation manager of that company and the Orange Judd Company, has disposed of his interests in these companies and resigned March 1. Mr. Cunningham's connection with both companies has extended over a period of more than twenty-five years.

"Printers' Ink" Statute in Rhode Island

Senator R. Livingston Beekman has introduced the PRINTERS' INK Model Statute in the Rhode Island General Assembly. Senator Beekman is a director of the International Silver Company.

A bill patterned after the New York fraudulent advertising statute has been introduced in the Maryland Legislature.

K. V. S. Howland Publisher of "Independent"

Karl V. S. Howland, who resigned from the office of treasurer of the Outlook Company in May of last year to join the staff of the Mentor Association, an educational and periodical enterprise of the American Lithograph Company, has become publisher of *The Independent*.

Safford Leaves "House of Kuppenheimer"

John Huntington Safford, for the past three and one-half years in charge of the copy department of The House of Kuppenheimer, has resigned to devote his entire time to promotion and advertising work connected with various liquor interests.

THE INCOME TAX

The number of Philadelphians possessing an income large enough to be taxed is something in excess of fifty thousand. The number of Philadelphians now buying the Public Ledger at twice the price of any other Philadelphia newspaper is likewise something in excess of fifty thousand.

Surely, this is more than a coincidence.

PUBLIC  LEDGER

How Far Can Publishers Co-operate with Advertisers

An Attempt to Set Reasonable Limits

By H. Dumont

Gen. Mgr., Pacific Coast Borax Co., Chicago

HOW should the publisher co-operate with the advertiser? I believe I can say more about how the publisher *should* co-operate than how he *does* co-operate. Some publishers will not budge an inch from their fixed rules or standards; others will give what they consider is reasonable assistance to an advertiser in addition to publishing his copy; others will give more than is expected. The majority of publications undoubtedly feel annoyed at being called upon to perform considerable gratuitous service by agents and advertisers, in exchange for what in most cases is a small contract for advertising.

I believe that the publisher should co-operate with the advertiser in making the way easier for him in marketing his goods, but I believe the advertiser should be reasonable in his requests or demands.

The advertiser expects more co-operation from a publisher than he is likely to receive. He thinks that because he is a buyer of space he should be the recipient of gratuities. Some advertisers do not believe strongly in the value of printers' ink when they have to pay for it, but when they get it for nothing they consider it a very effective medium of advertising. On the other hand, there are some publishers who will promise all sorts of things in order to get the contract, but they fall short in the performance. The publisher, as a rule, is a pretty good fellow and will give all the assistance to an advertiser that he can be expected to give.

The advertiser expects the publisher to be honest regarding the circulation of his publication. If he delivers the circulation he

claims to possess, is that not all the advertiser can expect, when we come down to brass tacks? Circulation is the only commodity the publisher has to sell. If he gives honest measure and good quality, he is giving the advertiser full money value. In this he is on the same plane as the manufacturer or dealer who gives full weight and quality to his customers. To expect anything else is putting a discount on honesty and forcing the publisher either to raise his rates to meet the increased cost of the additional service, or to get his income in some other way.

We, as members of the "Three A's," who are particularly interested in quantity and quality of circulation, should be as particular about our demands of the publisher.

Many publishers take the stand that when the publisher fulfills his contract with the advertiser, he has done all that should be expected of him, and by fulfilling his contract is meant giving the advertiser the full quantity and quality of circulation that the solicitors of the papers promised, and that if the publisher goes further than this he is going outside of his proper province. The publisher has calls from certain advertisers to do certain things to support their propositions. They could not afford to do this for all advertisers, and if they do it for one and not for the rest, they are discriminating. They take the stand that the publisher can serve the advertiser best by publishing the very best paper possible, and making every effort to give the advertiser more than the solicitor has led the advertiser to believe he will get.

Among the things which advertisers expect of publishers, which they sometimes get, but more

Address before the Chicago Convention of Association of American Advertisers.

often do not, are the following: Free reading notices, more valuable than the advertising space; mailing of letters to retailers and consumers; sending out salesmen to introduce the goods to the dealer; engaging and looking after sampling crews; working up testimonials as to the value of a product; letting the ad run indefinitely without extra cost; putting two pieces of copy in the same issue at the price of one; delivering more circulation than the paper has; sending in telephone inquiries to retailers for certain goods with the intention of inducing the retailer to stock them; checking up billboard showings; using the advertiser's trade-mark in front-page cartoons, etc.

WHAT PUBLISHERS CAN WELL DO

There are very many ways in which the publisher can boost the business of the advertiser, but those which I believe can reasonably be expected are the following: Publishing the full quantity and quality of circulation claimed; giving the advertisements good positions in the paper, so that each advertiser will have a fair representation; publishing an occasional article on the value of advertised trade-marked goods, showing the dealer in this way that by handling advertised products his stock is constantly new and fresh, as advertised goods move more quickly; running educational matter on sanitation and better living, all of which calls in practice for more borax, more soap, tooth powder, antiseptics and other things which go with finer and better living. The farm paper, for instance, can tell the farmer that he should have a bathtub and water-works, a silo, improved machinery of all kinds, and it can go so far as to hire experts to write up all the new inventions and improvements, even mentioning the names of the makers. This kind of editorial matter can be written not with the idea of supporting the advertiser, but for the benefit which it will have on the reader. A paper should be published primarily for the reader, and not for the adver-

tiser. A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view.

A newspaper may be reasonably expected to mail a letter to the jobbers of a town apprising them of the campaign about to be conducted in the publication, for the benefit of the dealers as well as the manufacturer. This does not take much from the publisher's time and very little of his stationery and postage, but to ask him to pay out \$100 for postage and stationery on a thousand-dollar contract is altogether out of reason. This is in effect a ten per cent rebate by the publisher, and is not a strictly honest proposition. If the paper is not worth a thousand dollars, then the advertiser should use some other paper that is. Some papers are perhaps charging enough for their advertising space to enable them well to afford to comply with the co-operation ideas of some advertisers and agents, and these papers may be willing to furnish this co-operation if they can secure the contract, because otherwise on a competitive basis they may not be able to obtain the business.

A publisher may properly be expected to publish articles showing the superiority of advertised goods over those which are not advertised. He can show that the great manufacturers who advertise their products throughout the country have so much publicity given to their business that they cannot afford to have anything but pure, unadulterated products made by healthy workmen, who are paid living wages and live in comfortable homes, as contrasted with the unadvertised, inferior articles made in sweatshops, where workers are afflicted with tuberculosis and other diseases. The readers of the newspapers should be taught the importance of purchasing only advertised goods. The advertiser furnishes the sinews of war to the publications, and is entitled to some such support as this. But beyond this I do not believe it is reasonable to go.

Your salesmen, Mr. Advertiser, go out on the road with their territories well defined, their way to these territories planned with the idea of eliminating waste in time and distance, and with their prospects tabulated. You don't guess about where they go or how—you know. Why not a good policy to follow in your advertising?

If you want your goods sold East of the Mississippi and North of the Mason and Dixon line, you keep your salesmen in that territory; you don't send them on side trips to Florida or Alaska.

You can confine your advertising to the territory desired by placing it in those publications showing the greatest concentration of circulation in that territory.

The circulation of the American Sunday Magazine may cover two hundred centers in great merchandising zones, and you may want to reach but fifty of these. The way to determine whether we are to be a factor in your advertising campaign is to compare the "available" circulation we offer, at a given cost, with that offered by any other publication. It's the way in which to eliminate waste and increase efficiency.

All this cant about quality, purchasing power, class, is bunk, for of 90,000,000 people in the United States, only 10% have a surplus of \$5,000 and more—the other 90% are spending their incomes.

It's the 90% who spend, which will help you to become one of the 10% with a surplus. It's the 90% upon whom you must count, not the 10%.

The American Sunday Magazine distributes 85% of its circulation in those states in which 86% of the nation's population live, and earn the money to live upon.

Wherever it goes it concentrates a sufficient circulation to create trade and "move the goods."

It will give you nationally a circulation equal to, or greater than any other one publication, and in any selected zone, except the extreme South, Southwest and Pacific Northwest, will provide you with more circulation at a lower cost than any other publication. We will submit conclusive proof of any claim made.

Forms close for May issue, March 20th

American Sunday Magazine

(Issued Monthly)

New York Office
230 Fifth Ave.

Chicago Office
908 Hearst Building

The Paper That Fits the Field

Start at the Canadian Border and journey to the Gulf of Mexico, traveling by daytime.

Then start at New York and proceed to San Francisco, also by the light of day. You will need no explanation as to why a farm paper, to be instructive, must be sectional.

The crops, the soil, the rainfall, the cultivation, the implements, the problems of the farmer, all are different in various sections. The corn grower of the North has little in common, agriculturally, with the cotton grower of the South. The fruit-growers of California are not interested in the diversified crops of Illinois. The wheat growers of Dakota grow a different wheat in a different way than the farmers of Kansas.

It's all a question of whether a farm paper is to be helpfully instructive, or whether it is to furnish light reading for entertainment. If the former, it must find its circulation within the limits of the territory in which farming is uniform. It seems logical to us that the paper to which the farmer turns for practical guidance in his work would be the one to which he would look for guidance in his purchases. At least he would be in the habit of taking seriously what appeared in it.

Associated Farm Papers

Over Half A Million—567,000

Good farmers are being helped in their agricultural problems by ten great sectional mediums—each the best in its field—each seriously edited for men who profit by printed suggestions. Here they are:

| | Established |
|--|-------------|
| NATIONAL STOCKMAN AND FARMER Pittsburgh, Pennsylvania Supreme in Ohio and Pennsylvania | 1877 |
| FARMERS' REVIEW Chicago, Illinois Supreme in Illinois | 1877 |
| FARMER'S GUIDE Huntington, Indiana Supreme in Indiana | 1889 |
| FARMER AND BREEDER Sioux City, Iowa The Cream of Four States (Ia., Neb., Minn., S. D.) | 1878 |
| NEBRASKA FARMER Lincoln, Nebraska Supreme in Nebraska | 1869 |
| FARM AND RANCH Dallas, Texas Supreme in Texas and Southwest | 1883 |
| FIELD AND FARM Denver, Colorado Supreme in Colorado | 1872 |
| CALIFORNIA CULTIVATOR Los Angeles, California Supreme in California | 1889 |
| RURAL CALIFORNIAN Los Angeles, California Supreme for Fruit-Growers and Ranchmen | 1877 |
| THE RANCH Kent, Washington Supreme in the Pacific Northwest | 1895 |



Associated Farm Papers

Chicago
Steger Building
D. C. Kriedler, Manager

Saint Louis
Globe Democrat Building
C. A. Cour, Manager

New York
Fifth Avenue Building
S. E. Leith, Manager

Methods Which "Won Out" for New Tobacco Brands

Sampling as Practised by the Big Tobacco Companies—"Teaser" Window Display, and the Human Locomotive—New Business in Private-Brand Cigarettes Through Dealers

By Curt A. Wessel

SINCE the dissolution of the old American Tobacco Company the introduction of many new brands, particularly of cigarettes, has provoked a great deal of comment, favorable and otherwise. The promotion of the new brands has required some very strenuous campaigning, and has been the means of stimulating a like activity on behalf of many of the older brands. The figures of tobacco production for 1912 and 1913, quoted in a previous article, show the effect upon the gross business of the concerns involved, and are justification enough, if any were needed, for the emphasis placed upon rather unique methods of enlisting consumer support for the goods.

So widespread has the use of premiums become that the tobacco business may fairly be said to have become committed to that system of merchandising. Perhaps it is too much to say the same as regards sampling, but there has been a very marked tendency of late to resort to it. Anybody who has ever received a package of cigarettes or a cigar from a polite salesman knows the potency of the appeal as regards the individual smoker, and the effects of a sampling campaign upon local cigar dealers is no less important.

SAMPLING LEADS UP TO "NEW USES"

An important division of the tobacco industry is the manufacture of snuff. Of course, the "snuff habit" is a thing of the remote past so far as any considerable part of the population is concerned. It is still practised on a small scale by negroes and some

foreigners, and sometimes the tobacco companies notice a spasmodic demand in this town or that, but as a basis for a merchandising campaign it is about as obsolete as knee-breeches and sword-belts.

The past year, however, has seen a very comprehensive sampling campaign on behalf of the snuff companies, principally in territory below the Ohio and West of the Mississippi rivers.

Samples of snuff are distributed from house to house with instructions to the maid or mistress regarding the efficacy of snuff as an insecticide for clothing stored during the winter, for household plants or budding gardens. The curative quality of snuff added to vaseline or goose grease and used as a liniment in cases of cold in the head and sore throat is argued. Out of the original personal usage of snuff there have grown a thousand and one household usages. The personal-usage note is nicely and politely suppressed, not that the snuff companies object to prevalence of the old-time habit, but that they are just as much interested in creating new demand. After systematic sampling the corner tobacconist is advised of the work just completed and the year's business in snuff is proof that thousands of dealers have taken an initial carton and then have reordered.

Numerous sampling campaigns have been based upon the inserts packed with brands of cigarettes, such as flags, emblems, miniature rugs and the like. When the miniature rug was made a feature of Hassan Cigarettes, quantities of the inserts were given to dealers for distribution. This was backed up by sampling the cigarettes themselves, and with vigorous newspaper advertising. The special rug offer on Sovereign Cigarettes was made a whirlwind in the Ohio valley, a crew of thirty salesmen and samplers making one-day stops at leading cities and effecting in twenty-four hours what several weeks of less energetic campaigning might have done.

These campaigns are as a rule staged locally, and the relative popularity of brands in one section of the country is no indication of their standing elsewhere. The tobacco companies have satisfied themselves that a sampling campaign, supported by local advertising in newspapers, street cars and on the billboards, will stiffen up the weak spots in the distribution. If, for example, a certain locality is weak as regards sales of fifteen-cent cigarettes, a fifteen-cent brand can be popularized there without disturbing the equilibrium elsewhere. The samplers employed are as a rule high-grade men who are capable of selling the goods to dealers. Frequently the sampler works inside the dealer's store, sampling his customers right under the dealer's eye. Before he leaves for another store he usually books an order from the dealer.

WINDOW "STUNTS" FOR NEW BRANDS

A good many novel window features have been evolved to aid in the quick establishment of brands in new territory. The Parker-Gordon Cigar Company, of Kansas City and St. Louis, ran a "teaser" campaign for a new brand, principally in dealers' windows, which disposed of 100,000 cigars in two weeks in St. Louis alone. The goods were placed with dealers to be released on a certain date. Window cards and cut-outs were furnished to dealers, announcing that on the date specified a brand of cigars known as "1913" would be on sale. Ninety per cent of the dealers used the display matter, and the plan stands as one of the most successful ever tried in the Middle West.

An aid to dealers which has been highly praised in retail circles was the window-decorating plan instituted by the American Cigar Company to help the sale of "Permits." H. H. Parr, an expert show-card writer who is said to hold a national record for swiftness in the execution of his art, was employed by the company to tour the entire country, making the principal cities. Coincidental

with the appearance of Mr. Parr a "Permit" campaign was launched by jobbers, the retailers being advised that an expert would shortly appear to decorate their windows in truly artistic style. The product of the painter's brush and pigments not only proved appealing to the passing throng, but to the dealers, who are slow to enthuse over most of the advertising with which they are furnished. The artist's deftness while at work invariably attracted a sizable crowd.

The retail tobacconist has developed into one of the sharpest critics of window-display material, possibly because the large tobacco companies have furnished so many novel and striking displays that he quickly recognizes the mediocre. One of the most popular window stunts among dealers is the "human locomotive," who travels with Julius Riesenbergh, of Rosenthal Bros., New York. The "human locomotive" is an individual with an apparently unlimited capacity for cigar smoke.

Comfortably installed in a retailer's window, he puffs away before a sign which announces the wager of \$1,000, posted by certified check inside the store, that the smoker can consume 500 R-B cigars in a week. Only the advertiser who has had experience with a successful window novelty may realize the size of the audience which is attracted by the "human locomotive's" appearance.

The rapid creation of a standard in a field of merchandise which had rarely known such a thing was undertaken recently, and carried out very satisfactorily in a few months, by the Manhattan Briar Pipe Company, of Jersey City, N. J. The company sensed a demand on the part of the entire retail trade for a pipe whose manufacturer would stand behind it. A campaign of quarter pages in a national weekly was commenced to create consumer demand for pipes with personality, and liberal trade-paper advertising took the company's message to the dealers.

The Gladstone Pipe was made the standard of Manhattan lines.

and in introducing a standard the company at one and the same time commenced to stimulate demand for higher-priced goods than the smoking public called for as a rule. The dollar pipe was played up in preference to lower-priced goods with which the consumer had long been familiar. To the inveterate smoker who prizes his collection of pipes an especial appeal was made.

The introduction of a standard line such as this among retail dealers who had become accustomed to pipes sold at whatever prices and upon whatever terms they chose was not, as may be imagined, an easy proposition. The company achieved success, however, first by familiarizing the trade with the work which was actually being done to create consumer demand; and, secondly, by appealing to the sense of business efficiency which is finding place to-day even in the retail tobacco trade. "Make your pipes pay your rent" was the subject of a double-page spread employed by the Manhattan Briar Pipe Company in all trade papers reaching the retail tobacconist. In the advertisement the list prices and selling prices of three specially prepared "Gladstone" selections were detailed. The margin of profit was emphasized, and the practicability of making pipes pay the rent was illustrated.

NEW WORK FOR "PERSONAL BRAND" CIGARETTES

That there is extensive private-brand trade in cigarettes is evidenced in the existence of more than a hundred New York factories, most of them small, specializing in this sort of business. Each year, in the rapid march of American smokers toward cigarettes, there appear greater numbers of those who can afford to pay for the extra frill of a club emblem or monogram stamped on their short smokes.

Pinkus Brothers have decided that much of this trade may be cultivated through cigar stores, the regularly established sources of smoke supply. They are advertising to the trade their ability to

handle special orders, and have a commission plan to offer the retailer who will solicit this sort of business for them. The reply the firm has secured in a comparatively short time argue that the field is as fertile as in trade opinion it is supposed to be.

A unique merchandising plan which is panning out successfully, having already produced in a comparatively short time the sale of 1,000 \$10 shares of stock, including the movement of 500,000 cigarettes, is the co-operative scheme of the Dabs Sales Company, of 546 Fifth Avenue, New York. This company is a subsidiary of the Dabs Company, manufacturers of cigarettes. The sales company is incorporated at \$100,000, divided into 10,000 shares of \$10 each.

Its common stock is now being sold to cigarette smokers, for the purpose of stimulating among tobacconists current demand for Dabs Cigarettes. An established business in Dabs is the principal asset of the original company, while the selling organization is designed to gain 10,000 active boosters in the City of New York for the brand in question.

To each purchaser of Dabs stock at \$10 per share is given an order of 500 cigarettes, or \$10 merchandise value at the outset. The profit upon this sale amounts to \$5, which goes into the business. The cost price of the cigarettes is charged up to advertising.

HOW SMOKING WAS DEFENDED

It has remained for the American Tobacco Company to be one of the first large concerns in the tobacco industry to take up the cudgel, in a quiet but effective way, in defense of the tobacco habit. The company has distributed among its salesmen, and thence to the dealers, a safe and sane semi-scientific treatise in defense of the tobacco habit. The article was written by Leon K. Hirschberg, Ph.D., for *Harper's Weekly* a short time ago, and was entitled "The Truth About Tobacco." The American Tobacco Company secured thousands of reprints of the story and distrib-

uted this literature among its salesmen, while the salesmen carried the gospel to retailers everywhere, and considerable argument supporting the use of tobacco in a quiet and logical fashion was added to the equipment of the trade.

Advice to Dealers from Hart, Schaffner & Marx

H. P. WILLIAMS, advertising editor for Hart, Schaffner & Marx, Chicago, spoke recently before the annual convention of the Illinois Retail Clothiers' Association, on the subject of "How to Improve a Business." Among other things Mr. Williams said:

"The best way to sell goods is not to try to sell them, and the best way to improve a business and make it pay better is to consider first, and of greater importance, something besides making it pay. For it is a very commonly observed fact that anxiety to sell, and the consequent effort to sell, often defeats its own object. The best way to sell goods is to get people to believe in the goods and in you; men buy what they believe in. Spend your money and your effort for creating confidence, then you won't have to try to sell. All you'll need to do then is to tell people what you have; they'll buy because they want to buy rather than because you want them to.

"The proper attitude of a merchant toward the public is, in my opinion, that of one who serves. By service I don't mean servility, on the one hand, or, on the other, mere technical service, like waiting on a customer promptly and efficiently. I conceive the essential element of real service to be the spirit rather than the act.

"The common idea is that service somehow involves a loss; that doing well for somebody else in some way means a sacrifice of our own interests. That view of business is a mistaken view; we shall find that the same elements of service which we apply to our other relationships in life can be

applied with great success to our business relationships."

Cole Succeeded by Slein at Y. & E.

Roland Cole, advertising manager of the Yawman & Erbe Mfg. Co., Rochester, has severed his connection with the company. Mr. Cole has been associated with the Yawman & Erbe organization for about 12 years. Mr. Cole was asked as to his plans for the future but stated that he was not as yet ready to make any announcement.

Harry C. Slein, at present sales and advertising manager of the Stromberg-Carlson Telephone Mfg. Company, has been appointed to succeed Mr. Cole. Mr. Slein became advertising and sales manager of the Stromberg company in 1910. Prior to that date he held the position of advertising manager.

Sanford Joins Chicago Company

G. Maynard Sanford, former advertising manager of the Flintkote Mfg. Company (ready-roofing, waterproofing specialties, etc.), Boston, and recently manager of the Business Aid Company, Old South Building, Boston, is now connected with the wholesale jewelry business of the Norris, Alister-Ball Co., Chicago, as advertising manager. Mr. Sanford was in the advertising field at Pittsburgh for a number of years.

Spencer Leaves Geuder, Paeschke & Frey

R. P. Spencer, for several years advertising and sales manager of Geuder, Paeschke & Frey, manufacturers of Cream City Ware in Milwaukee, has recently resigned and is now sales and advertising manager of the Federal Motor Truck Company, of Detroit. Mr. Spencer's successor at Geuder, Paeschke & Frey is M. E. McKenney.

Pace with Chicago Commerce Association

Anderson Pace, formerly advertising manager of Butler Brothers, is now Industrial Commissioner with the Chicago Association of Commerce.

George A. Nichols, who has been in the employ of Butler Brothers for some time, is now the concern's advertising manager.

Baker Joins Maxwell Motor Co.

Charles J. Baker, of the advertising department of the Lozier Motor Company, has resigned to become identified with the Maxwell Motor Company. He will have charge of the publicity for the racing team of the Maxwell company during the season.

Answers

We should like to send to every agent and advertiser interested in the sale of merchandise to women, our new 24-page booklet, entitled "Answers."

It discusses the place and policies of THE CRITERION OF FASHION, its special appeal to women and to merchants, and shows circulation charted according to the retail divisions of the country.

Bound in boards.

It may be obtained upon application to any of our branch offices.

THE CURTIS PUBLISHING COMPANY

To Be Conservative

we sometimes say that The Kansas City Star reaches *nearly* everybody in Kansas City. But that statement doesn't express the truth. The fact is that The Star delivers by carrier every morning and every evening to paid subscribers more papers in greater Kansas City than there are houses in the town.

The Kansas City Star

180,000 Copies Morning, Evening and Sunday

Nation-Wide Campaign Eliminating Mongrel Herds

Net Effect of Competitive Advertising of Cattle Breeders Is a Raising of Dairy Standards—Milk No Longer Just Milk—What Has Been Accomplished through Closely Planned Advertising

THE decision just reached by the American Jersey Cattle Club to increase its advertising appropriation from \$7,000 to \$10,000 this year, and advertise more aggressively than ever to both milk consumer and producer, makes the advertising being done by these various cattle breeders' associations of timely interest.

It is interesting not only because it so completely demonstrates the power of straight-to-the-consumer educational appeals, but also because, in the case of the Jersey club, the advertising is under the direction of F. W. Ayer, who in private life is an enthusiastic breeder of thoroughbred Jerseys, vice-president of the Jersey club as well as senior member of the firm of N. W. Ayer & Son.

Back of the advertising being done by these different groups of cattle breeders lies more than a selfish motive to profit financially. The copy which has been appearing in the magazines, newspapers and trade papers during the past three years may give that impression, but as a matter of fact the chief purpose of the organizations is protection by providing a means of registration. The growth of the breed, through the advertising and other interests working to that end, is in-

cidental. It benefits the milk consumer by providing a better grade of milk, and the producer by adding to his profits and comfort, and lastly the breeder.

Members of these various associations contribute to a common fund which is used for furthering the purpose of the organization. The manner of contributing differs in the different associations, but in the Jersey Cattle Club an initiation fee of one hundred dollars is charged, and while there are no member's dues, a charge is made for every animal registered; one or two dollars for American-born cows or bulls, and twenty-five dollars for bulls imported from the Island of Jersey, the home of this particular breed of cattle.

As the various breeders' associations grew in strength, they began to feel the need of taking aggressive steps to wipe out these

Get Holstein Cow's Milk For Your Baby.

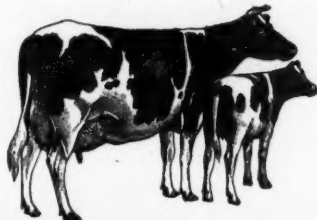
Perhaps you cannot nurse your baby. Then take precaution to use clean fresh Holstein milk, the nearest substitute for breast milk. Then you will have every right to expect your baby to make rapid progress and establish a strong constitution.

In Holstein milk, as in human milk, the cream or fat is divided into minute particles or globules less than half the size of those in other milks. So when Holstein milk reaches the stomach it acts more nearly as human milk does. The curds formed are small, soft, flaky and easy to digest. In other milks, on the contrary, the curds formed are large and heavy and show a tendency to stick together in a solid mass.

Holstein cows have long been famous for their size, health and strength so it is not surprising that their milk proves to be especially adapted for infant feeding.

Holstein milk costs no more than other milks. If your milkman cannot supply you, send us his name and we will help you to secure some.

Write for our free Booklet "The Story of Holstein Milk."



HOLSTEIN-FRIESIAN ASSOCIATION,
22G American Building, Brattleboro, Vermont.

THIS ASSOCIATION'S CAMPAIGN UPSET TRADITION

mongrel herds and influence the price of pure-bred cattle by increasing demand even more. So the leaders in the movement soon began to make profitable use of those publications circulating among the dairymen and cattle raisers, and began advertising in earnest.

UPSETTING AN OLD DELUSION

The Holstein-Friesian Association, with headquarters at Brattleboro, Vt., was among those not content to sit and twiddle its thumbs and wait for something to happen. Boasting of a membership of some four thousand breeders it was in a financial position to bring pressure to bear on the dairyman from the outside. So the association planned to upset traditions, and educate the consumer to the fact that milk wasn't milk after all, and that there was a world of difference

between milk from different breeds of cows.

A reliable advertising agent was engaged and a campaign mapped out, based on a booklet "The Story of Holstein Milk," and an effective follow-up to inquiries which would be developed through general magazine advertising.

The copy argument centered on the ease with which Holstein milk was digested, the object of the plan being to force the milk dealer to demand Holstein milk to satisfy his trade and in turn require dairymen to buy Holstein cows. This purpose is plainly set forth in the association's literature, where it says: "We believe that when the public learns through our efforts something of the exceptional excellence of Holstein milk, the milk dealers throughout the country will be only too glad to supply the milk. To supply the milk they will have

to buy Holstein cows, and these cows they will buy of the members of our association."

In both the copy and the follow-up the public was urged to demand Holstein milk; mothers were warned against other milks and advised to feed Holstein which the advertising stated "was the nearest substitute for breast milk."

Holstein milk, the booklet points out, is not "just milk." In Holland, the home of the Holstein cow, the animal is the family pet. Each morning she is rubbed and scrubbed. She gets the best of care and food. Under these conditions the booklet states she has developed into a larger, stronger, healthier and longer lived cow than any other cow on earth, and of course the milk par-



Let that NEW Cow be a Jersey

To own your own cow, and that cow a Jersey, has been the expressed wish of almost everyone who likes milk and has had to buy it. It is being realized more and more by those who have a place for a cow.

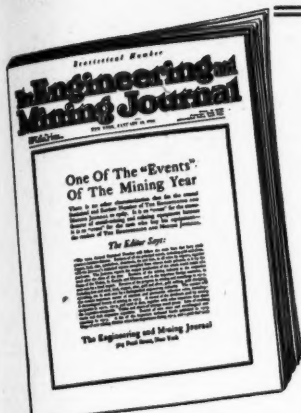
A Jersey cow and Jersey milk are the conceded standards by which all others are compared.

Perhaps you are figuring on buying a cow. A Jersey will give you the most milk and the richest milk, the most butter and the best butter, at the least cost for food. For a hundred years the Jersey has been bred as a family cow. She is gentle, healthy, and easy to manage.

While you are "taking" milk, it will pay you to look up a Jersey dairy. If you want some facts on Jerseys and Jersey milk, write us.

"Jerseys—always."

THE AMERICAN JERSEY CATTLE CLUB
324 W. 23d St., New York City



Over
\$28,000,000
In New Construction
At 50
Mining Plants
During 1913

Weigh that for a minute! Just 50 metal mining plants out of the something more than 6,000 prospecting and producing mines in the United States.

And the total cost of the new construction being carried on at them during 1913 was more than \$28,000,000!

That \$28,000,000 doesn't touch the great sums spent in other plants for supplies and new equipment to replace worn-out.

There will be just as much—probably more—spent in 1914. Get your share of it!

The Engineering and Mining Journal is right-hand man to the men who spent that 28 million. It covers the purchasing power of the metal mines of North America. *If you want a slice of the melon, we will gladly go into details with you.*

THE ENGINEERING & MINING JOURNAL

505 PEARL STREET, NEW YORK

The Hill Publishing Company also publishes Engineering News, American Machinist, Power, and Coal Age.



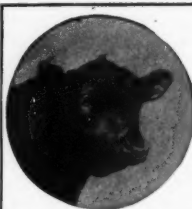
takes of these favorable qualities.

JERSEY COMES IN FOR DRUBBING

It is easy to see which way the wind blows by looking over the literature the Holstein-Friesian Association is sending out to the dairymen. In this advertising few opportunities are overlooked to give the poor Jersey a friendly dig. And while the different cattle men in both associations may be the best of friends personally, dining together at the different stock shows and all that, still this professional jealousy crops out here and there. For example, in one place the Holstein people ask:

compared." Then they carried the advertising a step higher, hoping to influence the "gentleman farmer" who prized the Jersey for her peculiar beauty as well as her practical qualifications.

Nor was the milk question slighted. Mothers were told to ask for Jersey milk, and to write the association for the name of milkmen who could supply this milk. Inquirers were sent full information about Jersey milk and urged to get the milkman interested. And so milk ceased to be just milk among the observant magazine readers. Mothers were torn between conflicting claims,



ABERDEEN-ANGUS CATTLE

Are the Premier Beef Breed of the world. Their show record in direct competition with other breeds prove their superior merit, conclusively.

Record at International Live Stock Exposition, Chicago

Competition open to Pure Breeds, Grades and Cross-breeds.

Out of fourteen possible Grand Championships and fourteen possible reserves, Aberdeen-Angus have won ten Grand Championships and eight reserves.

Out of fourteen possible Grand Championships for Carloads, Aberdeen-Angus have won eleven times. Out of fourteen possible Grand Championships in Carcass contest, Aberdeen-Angus have won thirteen times.

The above prizes, together with many other prizes, too numerous to mention, which the Aberdeen-Angus have won in direct competition, should convince every one of the superior merits of the breed.

For free illustrated literature, including a history of the breed, show records in detail and a list of members of the American Aberdeen-Angus Breeders' Association, address CHAS. GRAY, Secretary, 317 Exchange Avenue, Chicago, Ill.

OF INTEREST TO THOSE WHO WOULD RAISE STOCK FOR BEEF PURPOSES

"Which is the best cow to beef at the end of the milk-making career? Not the 750-pound toy 'fawns' of the stunted Jersey stripe, with their thin, sparse, tough, tasteless, stringy meat, and their scarce and rank flavored fat, but —" and the rest can be imagined. Even in the Holstein consumer advertising the situation is handled without gloves when the reader is warned against Jersey milk, in fact the literature says: "A Jersey cow cannot even raise her own calf because her own milk is so hard to digest."

Naturally these statements caused commotion in the Jersey camp. The Jersey breeders were equally sure that they had the best cow for the dairyman, and lost no time in using the consumer mediums to tell the people so. With a clever sentence they turned the edge of the Holstein thrust, contending that "Jersey milk and Jersey cows are the conceded standards by which all others are

and the poor milkman, whose main worries used to be confined to dirty bottles, late delivery and minor complaints, found the world full of new troubles.

OTHERS BECOME ACTIVE

With the Jersey and Holstein breeders occupying the limelight, the activities of the other organizations have been less noticeable, but, nevertheless, these smaller associations have by no means been idle. As the wealthier advocates of pure-bred herds—the successful business men who raised pure-bred cattle as a hobby—were for the most part affiliated with the larger and more popular associations, it is natural that the smaller ones could not follow in the aggressive footsteps of the pacemakers. Nor did the smaller groups have the distribution of herds to warrant consumer advertising, at least advertising to bring pressure to bear on the milkman. So they had to content

themselves with doing the best they could with the material and finances available.

Among these secondary associations the points at issue revolved largely around the all-around qualities of the cattle, and the average milk production. As it is obvious that every breed must have some advantages these advertisers found little difficulty in finding effective arguments, which worked up into excellent trade-paper and direct-mail copy.

For instance, the big point claimed by the breeders of the Ayrshire cattle is low upkeep of herd, based on the fact that the Ayrshire cow is regarded largely as the "dairy rustler," eating hungrily of any kind of fodder—good, bad or indifferent. Then another of their arguments is "beef value" after the cow's milking days are over. As the Ayrshire is a Scotch animal, used to severe exposure and hardship, its breeders are also able to make advertising capital out of that point.

In the beef division of the cattle breeders' associations, advertising is also being effectively used to promote the breeds. The efforts of these associations, however, have been very materially helped by natural conditions. The lessening supply of cattle and the increasing demand has so affected the price that a cattle raiser can little afford to raise any but animals which will bring top prices. This same condition has caused thousands of farmers to go in for "mixed" farming, all of which means profit for the man who has pure-bred bulls and cows for sale, and a consequent growth of the association in which the animals must be registered before they will be considered pure-bred stock.

Out in the cattle-raising country to-day Shorthorn cattle are rapidly gaining in popularity. It is a widely distributed and popular breed, looked upon with favor by the packing-house buyer because of its high "dressing" average. But it has a rival—the little black

The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

Aberdeen-Angus. This breed has been taking quite a number of prizes of late, too many in fact to suit the Shorthorn breeders. To make matters more ticklish the Aberdeen-Angus people have not been backward in advertising these advantages. So about a year ago, to hold their position, the Shorthorn breeders decided to fight back with the same weapon.

"We are now convinced that this advertising is profitable," says Abram Renick, manager of the association in Chicago. "I think we have succeeded in interesting five times as many people in the same length of time as in any other period, but part of this success must be credited to natural causes, such as the scarcity of beef and the high price of cattle.

"We have also had good results from personal letters and literature sent to interested parties. During the past nine months we have sent out 30,000 albums, pamphlets and circulars. The albums contain the pictures of prize-winning cattle, and the pamphlets articles on Shorthorn cattle.

"We are convinced that we have the most profitable breed of cattle for the American farmer, both from the standpoint of beef and milk, in fact, a real dual-purpose breed," and in that statement lies the basis of the Shorthorn appeal.

EFFECT OF THE ADVERTISING

Of the remaining associations the Red Polled Cattle Club of America, which breeds a hardy, hornless animal of English origin, is perhaps doing the most conservative advertising. At least throughout the literature, and in the trade-paper copy, it seems to be quite fair in all statements as to the comparative values of its breed. The Guernsey cattle-breeders are also effectively using advertising in popularizing the Guernsey cow, and the indications are that the others will soon follow suit.

Obviously this advertising is of a kind where it is difficult to put your finger on results. The census takers do not list cattle by breeds, so Government statistics

are not available. If the registrations are any indication then it has been highly successful, for in the case of the Jersey club these have increased from 9,670 in 1905 to 25,929 last year, and bid fair to exceed that figure by two or three thousand the coming year. Then again, in the matter of certificates issued these have increased 35,910 since 1905 or 180 per cent.

That this advertising has furthered the breeding of thoroughbred animals, both for dairy and beef uses there is no question. The present scarcity of cattle, one of the problems confronting the packers and the chief reason for the advance in the price of beefsteak, would be made less acute if purebred animals, having high dressing averages, took the place of "caners" and mongrel cattle.

The same is true to a great extent in the dairy. The milk from pure-bred herds is certainly more desirable than milk from mongrel herds, and so, aside from any selfish motive which might lie back of this advertising, it is evident that it is doing a work which, to say the least, tends to better the condition of all. Then, too, the advertising encourages mixed farming, which is urged as the solution of the cattle scarcity and as the salvation of the farmer.

St. Paul Club to Do Research Work

The St. Paul Town Criers have decided to issue a series of pamphlets. These will be patterned after the research pamphlets issued by universities and Government experiment stations.

In order to carry on the work necessary to issue these research pamphlets the educational committee of the Town Criers has been enlarged and will hereafter be known as the educational and research committee.

Among the subjects to be investigated by the committee are house-organs, farm papers, dealer helps, etc.

Changes in Dunlap-Ward Agency

Merrill Sands, who has been with the Dunlap-Ward Agency, Chicago, for three years, has resigned.

M. C. MacAvoy, secretary of the Dunlap-Ward Agency, has also resigned.

Charles C. Norris has been appointed local advertising manager of the Des Moines, Ia., *Capital*.



Engineering Record

Dominating the Field

In the civil engineering and contracting fields, the mark of dominating supremacy rests plainly on the

Engineering Record

It shows in its very makeup, in its striking covers, in its editorial matter, in the standing of its contributors, in its circulation growth.

It shows in its advertising record—634 more pages of paid advertising printed last year than in any other civil engineering and contracting paper—154 more pages so far this year.

It shows in the results secured by advertisers. Everything shows that the Engineering Record dominates the field.

If the civil engineering and contracting fields include your market, our Service Department can help you.

McGraw Publishing Co., Inc.

239 West Thirty-ninth Street, New York

Electric Railway Journal Electrical World Engineering Record
Metallurgical & Chemical Engineering



Take your Plant



"Movieize" your business

Take your mills, transplant them to your customer's office and show him "how it is done." Many a man deaf to argument will *believe his own eyes*.

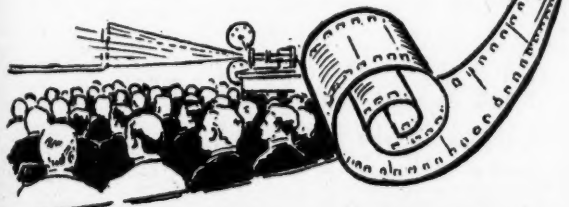
We can take a motion picture of your industry showing how every operation is

to your Prospect

performed, from raw material to finished product.

Armed with this film and one of our portable projecting machines, your salesman can give a demonstration in a client's office, hotel room, or in a Moving Picture Theatre. Such an original audacious selling move will *command* attention.

Correspondence on the subject is invited.



HAROLD IVES COMPANY
INCORPORATED
METROPOLITAN LIFE BUILDING
1 Madison Ave. NEW YORK.

Increased advertising increased size of page

In order to accommodate the steadily growing volume of advertising, the page size of The Chicago Daily News was increased from seven to eight columns on February 16. Each column is now the standard 13 ems pica width, (2 1/6 inches) and 305 agate lines long.

With this change we believe we can take care of all the legitimate advertising offered us in 1914. During 1913, even though on certain days we limited the size of all advertisements to five columns, we were forced to omit 121,737 lines of display advertising and 36,227 lines of classified advertising because of lack of space.

The Chicago Daily News
over 350,000 daily

John B. Woodward
Eastern Representative
710 Times Building, New York

On the Trail of Circulation Facts

The Kind of Statement That Satisfies the Advertiser—Value of Complimentary Circulation—Light on Value of Circulation Reports to the Government—Odd Discrepancies Unearthed

By Ida Clarke

Of Scott & Bowne, Bloomfield, N. J.

FOR the sake of convenience, I shall refer to all periodicals as newspapers.

The advertiser should know first the number printed. Then, the number spoiled; the number unsold; the number returned; the number sold by regular subscription; the number sold over the counter; the number sold on news-stands or through news companies; the number of sample copies mailed or otherwise distributed; how many, if any, are sold through premium or contest schemes, or any other means of inducement. In this event the advertiser should be informed as to the method employed, the length of the subscription period and all other important points.

The advertiser should know how many copies go to advertisers, exchanges; how many are complimentaries, etc. Personally, I believe that the papers given employees or those handed say to the policeman on the corner or the fireman on his way home from the engine-house, are as good circulation as any paid copy. They are taken home and read by the family just as thoroughly as though they cost the penny charged the bricklayer or the banker.

The advertiser should know how many papers are sold in bulk. Circulation of this sort is valueless to the advertiser because these papers are not read. The paper that is bought for the sake of a coupon is undoubtedly thrown away as soon as the coupon has been clipped. Bundles sold for padding carpets or packing crock-

ery cannot help the advertiser.

The advertiser should also know how much of the circulation is distributed in the city and how much outside.

When the *quantity* has been ascertained and dissected, the *quality* should be looked after.

Does the publication go to the wealthy, the middle or the poor class of people?

Does it appeal more to men or to women?

EDITORIAL POLICIES

What are its policies? I don't think the political faith of a newspaper is as important to-day as it once was, though there are some communities that are strongly partisan, and in such cases the political view-point of a paper does influence its readers.

The paper's attitude towards union or non-union labor should be known. If a paper happens to be strongly in favor of unionism, its readers would be of the type who would not buy an article manufactured by a concern which employed non-union labor. I have known of booklets, from which the union label was omitted, being returned by a union man to the manufacturer of the article advertised with a note that if the manufacturer wanted to make a sale to him, he should recognize union labor and not employ "scabs" to do his printing.

For the past fourteen years much of the required information has been obtained through A. A. A. investigations. The only trouble has been to cover the country fast enough, and that, I believe, has been due to lack of funds because, for some reason incomprehensible to me, many advertisers don't seem to buy their advertising space on the same basis as they do their other commodities. No firm thinks of buying a gross of lead-pencils without having a clerk check up to see that 12 dozen lead-pencils have been received, and 12 dozen lead-pencils of ordinary quality cost about \$3.00; but that same firm may spend \$100,000 in advertising and never actually know whether it received the circulation it

Address before the Chicago Convention of Association of American Advertisers.

bargained for or not, because it does not have it checked up or verified by a reliable auditing concern.

ARE STATEMENTS TO GOVERNMENT INADEQUATE?

Some people believe that the statement furnished to the Government is as good a statement as any auditor could compile, but those who rely on these statements are being badly fooled.

A few months ago the publisher of a daily paper sent me a sworn detailed statement showing the *paid* circulation of his paper to have averaged 9,023, the unpaid several hundred, during the six months ending April 1. Attached to this statement was a clipping from his paper showing statement made to the Government in which he claimed as paid circulation the paid and unpaid combined.

The stand that the Government has taken in this circulation question has helped, but its work is far from complete. A publisher may purposely or inadvertently give incorrect figures to the Government and these discrepancies pass unnoticed unless attention is called to them, since the Government makes no effort to verify these statements—at least I have never been informed of any case where action has been taken.

Then, too, what good are these Government statements to an advertiser when the Government won't disclose the information?

In a certain State is a paper which refused to furnish us a statement of circulation—wouldn't say whether it had or had not made a statement to the Government—and we couldn't get any definite information from the Government. It referred us to the paper. Needless to say, the paper was dropped from our list and will not be put on again until we know what we will be likely to get for our money.

Through the A. A. A. my firm has been able to save several thousands of dollars. On one paper alone, we saved \$123 year before last and \$120 last year, which is

more than half the cost of our yearly dues.

In the South is a paper which was swearing to an average of 12,000 paid daily. Some information we received led us to believe that it didn't have this amount and when we pressed it for details it gave us a statement showing that it actually had but 8,600 paid.

A paper in the Middle West gave the Government a statement for the six months ending June, 1913, which showed 3,200. A new management found that it had only 1,800.

A Western paper claimed 15,000 under its old management; the new management found that it had only between 10,000 and 11,000.

We are now adjusting an account where the old manager claimed 15,000 and based contracts on this amount. The new manager says that the paper has but 12,000 now and at the time that he took charge it had only 10,000.

These last three instances clearly show the unreliability of some publishers' statements, and the need for authentic examination by expert auditors.

SOME AMAZING DISCREPANCIES

In the East is a paper whose statement to the Government showed 16,000. Our contract was based on 13,000 paid. The A. A. A. examination showed about 9,000 paid. When I wrote the publisher expressing my astonishment at the conflicting figures, he explained that he, too, was surprised because he supposed his paper had the circulation claimed for it by his circulation manager. This is a case where the A. A. A. showed the publisher how his circulation manager was fooling him.

I have in mind another instance of a paper which was claiming 165,000 paid daily and made contracts on this basis. The A. A. A. found the circulation to be only 142,000. More recent examinations show that this paper has dropped to 110,000. However, the publisher learned a lesson from

the first examination and didn't attempt to make any more false statements.

Within the past year the A. A. A. called upon a paper for the purpose of examining its circulation and was asked to defer examination because of a recent fire in the office which destroyed all the records. This paper was claiming over 5,000 paid circulation daily. A contemporary advised me that the publisher never had anything like what he had been claiming and said he could prove it because he printed the paper on his press for a few days after the fire. We took it up with the other publisher and he insisted that his competitor was trying to take unfair advantage of him. Examination recently made by the A. A. A. shows the circulation of this paper to have averaged about 4,000 daily, paid, for nine months preceding the date of examination. Surely the publisher would not admit that his circulation has been decreasing, hence it is fair to assume that the circulation was not over this amount before the fire.

I could continue to recite many actual instances which are saving dollars to my firm every day. The A. A. A. reports are so thorough and dependable that it is seldom indeed that a publisher questions their exactness. Then, too, the moral effect on the publishing fraternity is far-reaching, because it holds in check many who might possibly misstate if there were no possibility of an expert, unreachable examiner from the A. A. A. dropping in for proof.

The publisher of the *Montreal Herald* takes the right view when he says, "The right to inquire should not be regarded as a concession by a newspaper, but as a matter of business equity." To this I would add—and while you are inquiring, get all the facts.

Franz with Mansfield Service

C. J. Franz, for five years with the advertising department of the H. W. Johns-Manville Company, is now with the Mansfield Advertising Service, Inc., New York.

Landing the "Hard-to-Get" Testimonial

Contributions to Advertising from Those Who Do Not Seek Publicity—Requests for Photographs Bring Handsome By-Product of Testimonial Letters—A Delicate but Paying Job

GOOD testimonials are frequently a by-product. They have to be, because the best testimonials are usually the hardest to get, and cannot be secured by the direct process of asking for them. Your solid and substantial citizen may have bought an automobile, or a player-piano, or an adding machine, or any one of a hundred articles of daily use; he may be perfectly satisfied with it and thoroughly convinced that he couldn't get along without it; but when it comes to the question of saying so in print, he simply isn't looking for publicity. It is comparatively simple to get endorsements from the popular tango artist, the baseballist and the heroine of the movies, but the sober business man is a different proposition, because it is very seldom that his advantage to advertise his personality.

But this same business man is frequently quite willing to write a letter about his experience with the goods, if he is given the opportunity to do it off his own bat, and he seldom objects later on, when he sees his letter in print. He likes to feel, though, that he did it of his own free will, and not because somebody asked him for it.

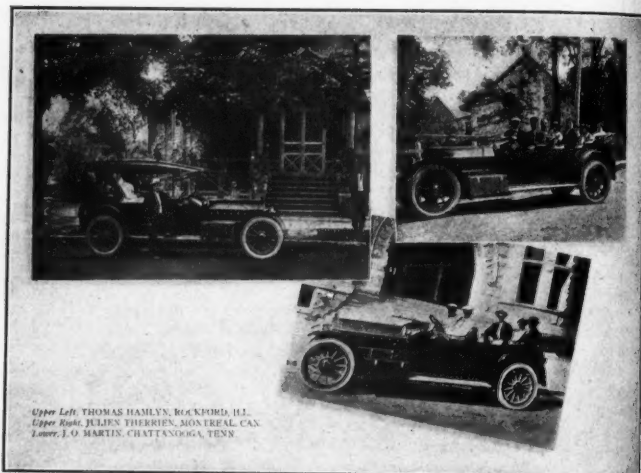
The writer knows of a concern which secured a very remarkable series of testimonials from users of its goods by sending them a book dealing with some special uses of the product, and asking criticisms of the book. It was a perfectly natural thing for the user to pass from the subject of the book to his own experience with the goods, and he did not suspect that he was "giving a testimonial." Not only were the letters thus received valuable be-

cause of the facts they contained, but they "rang true" as the conscious testimonial very seldom does.

The Nordyke & Marmon Company, Indianapolis, recently issued a book entitled "The Marmon 'Forty-Eight' in Service." It con-

tains 16 pages of photographs of users of Marmon cars, showing the cars in actual daily use. Many of the pictures show the home surroundings of the owners, and range in location from coast to coast and from Canada to the Gulf of Mexico. Most of them have been reproduced from the original prints, without retouching, and a careful examination of the book will convince anyone of their genuineness.

Of course, it is not a matter which can be handled blunderingly, this securing of testimonials from people who are not publicity-



A TESTIMONIAL PAGE FROM A MARMON CATALOGUE

tain 16 pages of photographs of users of Marmon cars, showing the cars in actual daily use. Many of the pictures show the home surroundings of the owners, and range in location from coast to coast and from Canada to the Gulf of Mexico. Most of them have been reproduced from the original prints, without retouching, and a careful examination of the book will convince anyone of their genuineness.

Of almost equal importance with the book of photographs, however, is its by-product in the form of testimonials, which are grouped in another book, entitled "Over 10,000 Miles in Marmon Cars." Many of the users appealed to objected to the use of their photographs in the company's advertising, but they were quite willing to write letters in praise of their cars. Doubtless many of these

seekers. But a good many concerns are succeeding in doing it, as the advertising pages will bear witness. Quite recently the Stewart-Warner Speedometer Corporation published a double-page spread giving a list of box-holders at the Metropolitan Opera House who use the company's products, together with several photographs. It is hardly conceivable that the names were printed without permission.

Piling on the Honors

NEW YORK, February 25, 1914.

Editor of PRINTERS' INK:

I note that Listered Pepsin Gum advertises itself in the subway as having "received every Gold Medal, Diploma and Grand Prix Prize awarded in both Europe and America for the last five years."

Will some kind soul explain what a "Grand Prix Prize" is? It is evidently some prize!

E. W. WALDRON.

**"A hair perhaps
divides the false
and true."**

We know of no commodity the imitation of which so much resembles the genuine as "advertising service." The problem is very like testing mushrooms, which are indeed mushrooms if you wake up alive next morning.

One of the difficulties is that the advertiser is buying an invisible *something in the future*. Suppose then that you make your choice not so much from *promises* as from *past performance*.

Will you investigate the history of this agency, the kind of clients we serve, how well and how long we have served them?

It will pay you to know.

F. Wallis Armstrong Company
Philadelphia



The truth about Mexico.

MR. F. J. SPLITSTONE, Managing Editor of Leslie's, has been rushed to the hostile camps of Mexico. He does this in accordance with Leslie's policy of giving its readers an accurate and vivid account of things as they are.

He goes at the crucial period of the long struggle, just when the raised embargo on arms has given the Revolutionists a chance to make good their boast that, in that event, the war would quickly end.



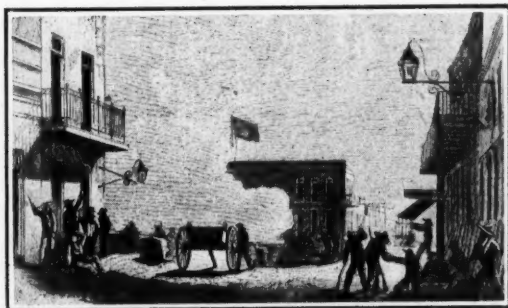
GENERAL VILLA WITH THE SPOILS
OF WAR



Mr. Splitstone will write from the field and will tell in words and pictures a vivid story of what we hope are the closing days of this brutal contest. He will have free access to the leaders on both sides and has been promised great opportunities to get interesting facts and unusual photographs.

His work will be only a continuation of the policy of Leslie's for more than fifty years—to send its own staff of writers and artists into the field whenever there is news of sufficient interest to warrant it.

Leslie's started on this plan during the Civil War and has continued for more than a half century to tell the news in better pictures.



MEXICAN CANNONEERS

—From LESLIE'S, years ago.



"Unlike any other paper"

Quality

Price per year is not an infallible test of circulation quality. (We say this despite our belief that we net more per year per subscriber than any general farm paper we know.)

But the standing of subscribers in their own communities is always an accurate guide. That is why we want advertisers to make their own tests. Tell us at what post office serving country people you are well acquainted and we will lend that part of the mailing list of

The Farm Journal

Wilmer Atkinson Co.
Washington Square
Philadelphia

How One Association Finds Facts about Circulation

Policies and Practices of the Association of American Advertisers

By Bert Moses

Of the Omega Chemical Company, New York, and formerly president, A. A. A.

IN fifteen years' experience it has been found that the only way to get circulation facts is to open up the books and count the figures.

By comparing this book with that, by consulting cash records, by checking up white paper bills, by matching mailing lists with correspondence, and other methods familiar to competent accountants, we come close to the truth.

If there is any better method than the one we have arrived at after fifteen years' work, we surely would like to know what it is.

The Association of American Advertisers' reports are wonderfully comprehensive and supremely simple.

A SAMPLE REPORT

I have here the report of our examiner upon a great daily in a great city.

It comprises 23 pages and gives information of vital importance to an advertiser.

It tells how many papers are sold—how many are given away or returned—average press run and circulation by months.

It shows whether the paper is going ahead or going back by giving gains or losses from month to month.

It divides the circulation up into city and country distribution.

It gives a brief history of the paper.

It gives the subscription price—the typographical appearance—the quality of the paper used—the length and width of columns—the average number of pages for a year—the number of editions issued and the quantity of each and where the bulk of each edition goes.

Address delivered before the Chicago Convention of Association of American Advertisers.

It indicates what the general policy of the paper is and what are probably the sort of people who buy and read it.

It tells all about methods of distribution, and if there are combinations or special deals or premium schemes used those particulars are set down also.

It tells how collections are made from dealers, and it tells whether the accounts are well paid up or otherwise.

It tells what kind of advertising is accepted and what kind rejected and all about the paper's advertising policy.

It gives the politics of the paper and the news service it employs.

It gives the names of those of our members who are using space in its columns.

And it gives in page after page of figures the precise distribution of circulation that goes outside the city.

This report cost our members about 75 cents, while the advertising rate of the paper itself is 40 cents or 50 cents a line.

Thus, by paying out the price of two lines of space, we get all this information beforehand, and when we are ready to make contracts we know precisely what we are doing.

We do not pretend to do anything more than give facts, and facts are things you can never get too much of.

I do not believe any representative of this paper is possessed of half as much knowledge about it as the members of this association.

Very often, when a special representative comes in to sell me space, I can tell him a lot of things about his paper that he never knew.

Our association has ever been a practical body of level-headed men.

We have preferred to be efficient by avoiding too much efficiency, and by making common sense the court of last appeal.

Too much efficiency is subject to the law of diminishing returns.

There is the case of the man who sold a big institution an elaborate card system.

About a month afterward he came in and asked the boss how the card system was working.

"It's working fine," said the boss.

"And how is business?" he inquired.

"Oh," replied the boss, "we had to give up business to take care of the card system."

The Association of American Advertisers has never dallied with evanescent moonshine nor chased the elusive rainbow to its source.

We are not satisfied with publishers' statements alone.

We do not believe in circulations made by affidavit any more than a bank will accept deposits on affidavit.

We want to count the papers, just as a bank wants to count the money before making an entry in the pass-book.

Delicate, indeed, is the work we are trying to do.

A publisher is as touchy about his circulation as Boston is touchy about her syntax.

The difficulty is that up to date nobody has supplied a satisfactory definition of circulation that is generally accepted, and yet circulation is the hole into which the advertiser pours his money.

There are more ways of defining the word than there are politicians in Indiana.

It is good to realize that the work we have done is coming to be recognized as a real service to the honest publisher.

AUDITORS GIVEN A WELCOME

More and more publishers are showing a tendency to deal from the top of the deck and play fair.

They not only permit our auditors to go over their books, but urgently seek such examinations.

As a matter of fact, requests for examinations are so constantly increasing that we are unable to

comply as quickly as we wish we could.

The most valuable part of our work, however, is getting information from publishers, who, through various excuses, endeavor to cloud the issue.

Publishers of this kind, when asked what their circulation is, answer:

"Ours is the official paper of the county," and let it go at that.

Some say: "Our circulation is greater than that of all the other papers in town put together."

Some say: "We decline to enter into a lying competition with our loathed contemporary across the street." Some say: "Our circulation is ten thousand," because on one occasion the campaign committee bought nine thousand extra copies, which made ten thousand when added to the regular edition of one thousand.

Some give as circulation whatever the press-counter shows, and no particular care is taken to see that the counter is set back to the beginning when the press starts.

Some figure five readers to each copy, and feel justified in multiplying the copies printed by five.

Some print their papers in two sections and count each copy as two.

We have found some very amusing and some very startling situations.

KINDS OF DECEIT DISCOVERED

Out in Arkansas there is a publisher who, in making up his circulation statement, carried the date 1912 over into the last columns, and added it in with his circulation.

Some years ago we discovered a publisher who was claiming over 200,000 circulation, but really had less than 25,000, and when his representative in New York learned the truth, he promptly threw the paper overboard, and just the other day that paper ignominiously died, the victim of its own deceit.

Another publisher in another great city was selling 90,000 circulation, but delivering less than 50,000, and when we dug the facts

out quite a few A. A. A. members got substantial refunds. The tidy sum of nearly \$400 was rescued by the Omega Chemical Co. from this paper.

Another publisher reported over 16,000 to the Government, while our auditor found just about half that circulation, and I understand Uncle Sam is this moment preparing to make trouble for this misguided man.

In one of the big cities every paper has been giving gross print as circulation for years, and in that big city the returns run as high as 25 and 30 per cent. Our examiner got at the net figures, and they were passed along to our members, but these same papers continued to give out gross print to the advertising world, so that to-day our members are the only advertisers who know anything about the facts in that city.

In the press-room of still another large paper the press-counter is said to be inclosed in a steel box, and nobody but the boss has a key to that box, so that he is the only one about the place who knows how many papers he prints.

This striving for bulk is really the fault of advertisers themselves, for they have blindly bought the most space in papers that had the most circulation, or rather in papers that *claimed* the most circulation.

The time is not so far away when it was eminently respectable to lie about circulations, just as it is still respectable for women to lie about their ages, or for fishermen to lie about the weight of fish they caught.

All these folks enjoyed a sort of poetic license to handle the truth with much freedom, and a man could be in good standing in church and still stretch things about his circulation without straining his conscience.

The honest publisher was terribly handicapped in those days.

When he gave out the real figures, his competitors bobbed up with fictitious figures bigger than his, and these were carried along to the newspaper directories, where the falsehood stood out like Teddy at a convention.

As a matter of fact, the honest publisher, with his honest figures, when placed alongside the dishonest figures of his dishonest contemporaries, looked like a package of benzoate of soda at a pure-food convention.

The A. A. A. has changed all this, so that to-day the element of falsehood is gradually being eliminated, like the fake fire sale, and the idea of a personal devil in competition with a personal deity.

The history of the A. A. A. is a story of troubles, of struggles, of discouragement and of poverty.

The only thing that kept it alive was the eternal truth and justice of the principles for which it stood.

You can down a man or an organization, but you can never kill a principle if that principle is right.

OPPOSITION MET WITH

The opposition we had to overcome emanated from two sources.

The first, naturally, was from publishers who were playing with a cold deck.

You never found a man like Victor Lawson, or Cyrus H. K. Curtis, or any of a dozen publishers, like those of the *Washington Star*, the *Newark News*, the *Indianapolis News* or the *New York World*, say a single syllable against us.

We were savagely attacked by a publisher in the South and by another publisher out on the coast, but these folks were hiding something they didn't want us to find, and so, like inkfish, they endeavored to get away by clouding their surroundings, and tried to escape in the noise and din they expected to follow.

We have been attacked by discharged employees, but you may always expect to be vilified by people to whom you have paid wages after you find you need them no longer.

The other source of opposition, remarkable as it may seem, was from advertisers themselves.

It is rather a sad commentary

on modern progress to have to say that not one advertiser in a hundred seems to care three whoops in the home of Mephistopheles whether the circulation figures laid before him are authentic or not.

He appears to prefer a lot of hot air to a few hard facts.

He will buy advertising on conversation alone without batting an eye or asking for an iota of corroboration.

I have gone to hundreds of these misguided gentlemen and endeavored to get them to join us in our work, showing as best I could how really desirable it is to have facts in advertising, and the answer I usually got was that our work was not extensive enough—that we didn't have enough members or enough money to cover the country as we should, which was the naked truth, just as it is the naked truth to tell a hungry man that what he needs is food, and then turn on your heel and walk away.

HARD PUSHED FOR FUNDS

Poverty has stared us in the countenance practically every day since we started, and the marvel is that we have done one-tenth the work that we have actually performed.

Every dollar has been stretched to the utmost, and the men who have done so much with so little are surely candidates for statues when the time comes to perpetuate in bronze or marble the pioneers who set things in motion for honesty in advertising when advertising was young.

And yet we have been accused of being grafters—of waxing rich on money that didn't belong to us, just like those eminent gentlemen in New York State who gobbled more of the public funds for building roads than was expended upon the roads themselves.

Abe Lincoln, I believe, once said that even God Almighty did not know what a jury would do.

A man once interrupted ex-President Taft during a speech, and asked what a man was going to do who actually needed work and wanted work but could

not get it, and Taft answered: "God knows!"

And so I am wondering whether the Almighty really knows why it is that so many advertisers have stood aloof from this worthy work of ours—positively I don't know and never will. I am as perplexed as was Solomon about the ways of the eagle in the air, the ways of the serpent upon the rock, or the ways of a ship in the midst of the sea.

In conducting the work of the Association of American Advertisers there has perhaps been poor judgment used at times, and occasionally a little diplomacy would have accomplished more, but I have never seen a scintilla of evidence showing that any officer, or manager, or auditor of this organization did anything crooked, or falsified anything, or profited in any way because of his connection with us.

When you consider the opportunities and the temptations of the situation—when you remember that our auditors were traveling alone in remote parts of the country, and would naturally be approached by designing men who could make much capital out of a false report if an auditor could be induced to send it in, the marvel is that we have been so fortunate.

Of the hundreds of reports sent out by the A. A. A. in the last fifteen years, I have every reason to feel and almost to know that, like Ivory Soap, 99 44/100 per cent were pure, and more than likely the percentage is even higher.

Advertising is the most uncertain and the most expensive institution we know, anything about, unless it be a son going to college or a gasoline car.

The one thing about advertising that it is possible to hog-tie and to hold is circulation.

There is one kind of circulation that is valuable and another kind which has very little value.

CIRCULATION OF REAL VALUE

The only kind of circulation I personally care very much about is the kind that comes from printing a good paper or a good magazine,



"My Mother's Influence"

"I have been reading your magazine for over ten years. It has influenced my life and thought as no other one agency outside of my mother's influence. It has directed my thought and opened up channels of literature that would have no doubt never been opened otherwise. Your editorials have influenced my editorial style to a great extent. I want you and your co-workers to know this as I am sure that I am only one of thousands that have been influenced."*

Collier's

The National Weekly

A. C. G. HAMMESFAHR
Advertising Manager

* From the letter of a Western Editor



The dailies reach the cities and suburbs; the magazines, with their scattered fire, add their tack hammer strokes to the sledge hammer blows of the dailies, and largely in their fields, but how do you reach the small towns and villages? The village you came from yourself, for instance?

That's where papers like the *Utica*

SATURDAY GLOBE

come in. It goes each week into more than one hundred thousand homes of thrift and intelligence in small cities, towns and villages, in interior New York, New England and adjacent states.

Covers territory and opens up fields to you not readily or economically reached by any other medium.

For sales promotion or an introductory advertising campaign, covering interior New York state, and the New England states, the SATURDAY GLOBE has no equal, either from the standpoint of economy or effectiveness.

We can prove it, and it looks like good business on your part to give us an invitation to lay the proofs before you.

We are at your service, anytime, anywhere.

THE JOHN BUDD COMPANY
Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

which people buy because they like it.

Of what value is circulation secured by giving away premiums that are alleged to be worth more than the subscription price—when subscribers subscribe for the premium rather than for the publication?

Of what value is circulation largely made up of copies purchased for the purpose of cutting out voting coupons?

Is circulation circulated free by campaign committees of any real value to anybody but the advertising manager and publisher?

Of what value is bulk circulation created by affidavit, and bulk circulation that exists only in the imagination, and bulk circulation secured in any way except by printing a good paper?

When an advertiser buys circulation, he is entitled to know what he is going to get in the way of quantity.

That is so self-evident that no normal man will dispute it.

And the only way to know is to set an accountant at work upon the books and the records.

But how was the circulation secured?

Where do the papers or magazines go?

What kind of people comprise the readers?

Now, my fellow income-taxpayers and citizens of this more or less free land, we are getting close to the theme.

If the circulation of a two-dollar magazine was built up by giving away four dollars' worth of bum dishes, it is not worth so much per thousand as the circulation secured by hiring good editors and good writers.

If the circulation is largely made up of people whose incomes are limited, it is not the kind of circulation to create sales for a Packard car.

If the circulation scatters all over creation and then back again, it is not good circulation for the advertiser whose product is distributed in a few places or in one place only.

If, for instance, I use a paper in Chicago, and am desirous of

reaching Chicago people alone, then I want that paper which, other things being equal, reaches the most Chicago people.

It seems foolish for me to stand here and state such self-evident truths, but I state them because all this vital information is to be had only in A. A. A. reports, and less than a hundred advertisers are getting these reports.

Imagine, if you can, how much guesswork there must be going on in the advertising departments of the hundreds and thousands of concerns who do not get these reports!

We have always been an intensely practical body of sane men.

We have never lost our heads in the foolish notion that honesty can be legislated into people.

We believed in opening up the books and counting the figures, and we believed more men would be honest if they were shown that there is more money in being honest than there is in dishonesty.

To-day, however, a wave of fanaticism is sweeping over the country.

There are laws against pretty nearly anything you can mention.

In a single year more than 40,000 laws were passed by Congress and the various legislatures against 40,000 alleged crimes or misdemeanors.

In one State there is a law fixing the dimensions of bed sheets.

In another State there is a law making it a jailable offense to leave the front gate open.

There are laws, I believe, against everything known to men except against gravitation and spit-ball pitching, but the legislatures will soon attend to those wicked things.

There is a law making publishers give their paid circulations to the Government, but these figures, even if accurate, are as worthless as a hobble skirt, and even more limited.

The Government simply asks for a total, while we get all the items that contribute to this total.

In this report to which I have referred we give twenty-three pages of detail, while the Govern-



The clean, strong firmness of OLD HAMPSHIRE BOND speaks a strength and fibre for the firm that uses it. It automatically conveys an impression of stability and trustworthiness.

Old Hampshire Bond

Write on your present letterhead for samples of modern letterheads—if you care to, include 10c for package of Semi-Business Stationery.

**HAMPSHIRE
PAPER CO.**

South Hadley Falls, Mass.

The only paper makers in the world making bond paper exclusively

ment gives out less than twenty-three words.

Up in New England an old lady had a hundred dollars in the bank, and every Monday she used to go around to the cashier and draw the money out.

Then she would count the money carefully and solemnly deposit it again.

She wanted to be sure the money was there, and sure it was good money, and she knew of no better way than inspecting it carefully and counting it.

The yearning of this dear old lady for accuracy is akin to the yearning of the Association of American Advertisers.

We want to know.

Our members all trace pedigrees straight back to Sedalia, Hannibal and Joplin, all in the good State of Missouri.

The Association of American Advertisers does not audit circulation books because it thinks all publishers or any considerable portion of them are dishonest, but because it is the way business men do business.

We all check up every other thing we buy, and why, in the name of the heavens on high, should we not do the same when we are collectively buying every year something that runs into so many hundreds of millions of dollars that even Herbert N. Cason turns away from the figures with amazement?

We have been doing the work as best we could under handicaps that would discourage any but men who work for a thing because they believe in it with a belief that goes down to bedrock.

Campaign for Gum Lumber Started

The Gum Lumber Manufacturers' Association, which as recently reported in **PRINTERS' INK**, was organized for the chief purpose of increasing the use of gum through advertising, has launched its campaign with full pages in a line of trade journals reaching the furniture, interior finish and other trades.

Herbert Dana, who recently resigned as sales manager of the Houghton & Dutton department store, Boston, has been appointed advertising manager of the Faine Furniture Company of Boston.

Bill Limits Installment Refunds

A bill affecting the returns of installment merchandise has been introduced in the New York Assembly.

In commenting on the bill *Mew's Wear* says: Assemblyman Sufrin has introduced a bill amending the personal property law requiring that when goods which have been sold on the installment plan are retaken by the vendor on the ground that there has been a default in the payment of part of the purchase price, not less than 80 per cent of the total amount paid therefor shall be refunded to the purchaser. The bill does not meet with the favor of merchants, conducting an installment business, inasmuch as they claim that the value of nearly all articles sold upon the installment plan is greatly depreciated as soon as they are subjected to any use.

They claim also that it would be wholly impossible to carry on the business if so small a margin of security as is promised by this bill were fixed by law.

It is further pointed out that there are occasional abuses which call for correction, but that in the main the ability to purchase upon installments is of great assistance to people of small means. The passage of the Sufrin bill, it is said, would abolish many installment businesses.

A similar measure was defeated last year.

Ads to Bring Immigrants to Missouri

John J. Schneider, Chief Immigration Commissioner of Missouri, plans to start an aggressive newspaper and magazine campaign to get homeseekers to settle in his State. A \$14,000 appropriation was voted for this purpose by the last legislature.

In this connection Commissioner Schneider recently said: "I have greater faith in newspaper advertising as a medium for attracting immigration to Missouri than in any other of the many schemes resorted to by immigration commissions of the different States."

Braden Now a Passenger Agent

J. A. Braden, who for a number of years was advertising manager of the former Diamond Rubber Company, Akron, O., and who has recently been in charge of the advertising of the Northern Ohio Traction & Light Company, has been appointed general passenger agent of that company's lines.

Hale Leaves Boston

Henry Hale, Jr., who has represented the Ethridge Company in Boston for three years, has been transferred to the New York office. In appreciation of his work on the educational committee of the Pilgrim Publicity Association, he was presented with a gold fob by the members of the committee.



How the Indian Fished

The early Indian had no hook. He used a piece of raw-hide weighted with a stone. Two feet above the weight he fastened another line; at the end of it he tied his bait. Every fish that struck was skilfully tossed upon the bank. The Indian was a strategist; he was skilful as well as persevering.

Advertising isn't a game, notwithstanding the assertion that "copy should contain the bait, hook and line." Far better to define advertising as business strategy in widening your market.

The skilful advertiser is a business strategist. If he wishes to reach the railway field, he first finds out who's who in the railway world and just what concentrated circulation means for *him*. He gets the inside facts on circulation because he wants to reach a group of buyers that spend over \$500,000,000 a year for railway supplies.

There's a big live story for the skilful advertiser in the Certified Circulation Audit of the *Railway Age Gazette*. A request letter will bring it free of charge.

Simmons-Boardman Publishing Co.

New York
Woolworth Bldg.

Chicago
Transportation Bldg.

Cleveland
Citizens Bldg.

**Sir Gilbert Parker's Latest Novel
Complete in the April MUNSEY**

Sir Gilbert Parker



IN the April number of MUNSEY'S MAGAZINE we shall publish a complete, book-length novel by Sir Gilbert Parker, entitled "You Never Know Your Luck."

A new book by Sir Gilbert Parker is an event in the publishing world. The announcement of its publication in a single issue of THE MUNSEY is in line with the determination to spend \$250,000 on the editorial cost of this magazine in 1914.

The past two editions of MUNSEY'S MAGAZINE have been virtually exhausted. It is adding circulation at a rate which makes it the best advertising value in the standard magazine field.

The Frank A. Munsey Co.

Commercial Nat'l Bank Bldg.
Chicago, Ill.

175 Fifth Ave.
New York

Jobber's View of Price Maintenance

Some Frank Comment Upon Manufacturers' Efforts to Prevent Price-Cutting, From the Standpoint of a Man Whose Chief Weapon Is Price—Misconceptions to Be Overcome

By John Marion Schlachter

With R. A. Bartley, Wholesale Grocer, Toledo, Ohio

[EDITORIAL NOTE: The attitude of a great many wholesalers towards price cutting is reflected in the following article. The writer admits that strict price maintenance would be an "ideal condition," but does not believe that such a condition is possible. His comments upon well-known plans to sustain prices are worth careful study, because they indicate a state of mind which will prove a serious obstacle wherever it is encountered. The jobber's chief weapon has always been that of competitive prices, and he quite naturally fails to evidence much enthusiasm in favor of schemes designed to take that weapon away from him. Comments upon specific paragraphs of Mr. Schlachter's article have been placed in footnotes, as a better means of connecting them with the text.]

EVERY little while we are told that someone ought to throttle the jobber because he has cut a price. Frankly speaking I do not believe that there is such a thing as strict price maintenance. Such an ideal condition is almost impossible.

Some time ago we billed a retailer a quantity of merchandise that had been sold by a factory representative. The ink was hardly dry on the envelope before he phoned and wanted to know what we meant by charging him the list price. We referred him to the copy of the agent's order. He flared back, "Yes, but the agent promised me an extra five per cent."

This customer is a particularly hard man to handle and undoubtedly he was right. In any event he knew that it was possible to secure concessions. That factory salesman started something. On almost every bill this retailer buys now he demands an allowance of some sort. I am inclined to think

that very often the manufacturer is himself to blame for price-cutting.

In the wholesale grocery business sugar is the chief item. In a concern selling \$2,000,000 worth of groceries a year, sugar sales represent about \$600,000, or approximately 30 per cent of the total sales.¹

On no one item is it as difficult to maintain the price or even attempt to as on sugar. Sugar is the first thing on which a retailer will ask the jobber's salesman for a quotation. And upon his reply often hinges a large order or no order at all. In this respect the smaller sugar refineries contribute to the jobber's troubles. Sometimes when oversold or desirous of cleaning up a broken lot they will drop the price five or ten cents per hundredweight, and thus harass the larger refineries. Such tactics immediately have an effect on the jobbing and retail trade and tend to make the market price of sugar rather uncertain at all times.

Various manufacturers have from time to time adopted means to compel the jobber to maintain the price on goods of their making. A Western concern bills its product to the wholesaler at the regular jobbing price. At the end of a certain period it pays him his profit in the shape of a commission, allowing no other concession, not even a cash discount. This manufacturer takes the stand that the jobber is but his agent. His product is one, however, that does not run into money fast. Then too, it is nationally advertised and is particularly easy to merchan-

¹The writer's description of conditions with respect to sugar is not the whole story. It is generally figured that fully 40 per cent of the jobber's whole trade volume is sold without profit, which means that the other 60 per cent must be sold at a profit large enough to make up for it. This ought to absolve the specialty manufacturer from any blame for making his profit margins liberal. It is the jobber himself who forces such a condition, and one would expect him to back up the manufacturer who is disposed to uphold the price on a large item in the bulk sales, instead of complaining because he cannot enter into a price-cutting match with his competitors on those particular goods.

dise. The margin of profit is better than on most staples.²

An Eastern manufacturer formerly billed his goods in the regular way, but to each bill he attached a trade agreement and price-maintenance slip, which the jobber was asked to sign and return with his remittance for the goods. This slip set forth at length regulations governing the sale of the article in question, and closed by saying that any violation of this agreement would be met by a refusal to sell the offender any goods in the future. To-day, however, this price-maintenance slip is no longer attached. Instead a notice is printed at the bottom of each invoice, which has no doubt been written by a clever lawyer. The language is rather guarded, but states in a roundabout way that the goods may be sold at any price desired. These goods also, are nationally advertised—but are not what is known as big sellers—for their field of usefulness is limited.³

A large Middle Western manufacturer of a line of widely-known products formerly used another method. His goods are ready sellers, and the average jobber buys them in car lots. The jobber was not asked to sign a trade agreement or price-maintenance slip. But it was hinted that any price-cutting would be summarily dealt with. If a competing jobber complained that the price had been cut, the manufacturer would immediately forward a sworn statement blank which went into details leading up to the sale in question—quite minutely. The complain-

ing jobber was asked to fill out, swear to, and return the statement at once. A practical investigation was then made. Should the evidence warrant it the offending jobber would lose the agency for the goods. Or if it was a first offense or only a minor one, the punishment would be a fine consistent with the gravity of the transgression. This plan, like the other, is not adhered to to-day. In fact, I believe that all agreements and understandings, if they did exist, have been abandoned, at least for the present.⁴

There are, to be sure, other arrangements for making the jobber toe the mark that have been tried out. But these three apply to nationally advertised products, and cover the principal points. Just how successfully they did work out, and what effect they had, probably only the originators know. They were violated every day. I doubt if a manufacturer would discipline one jobber—who is selling many thousands of dollars' worth of his products every year—for price-cutting, while he is certain that dozens, yes hundreds who are greater offenders, go unpunished.⁵

That does not happen because the manufacturer lacks moral courage, but because he realizes that such action would be manifestly unjust in view of the fact that no jobbing house ever cuts a price for the mere joy of cutting, but is usually forced to by shrewd buyers, who resort to all sorts of trickery in order to obtain a low price.⁶

Such buyers will sometimes de-

²The jobber's objection to this plan is pretty well founded, in that the system of withholding his profits deprives him of the use of part of his live capital. Note, however, the admission that the case of merchandising nationally advertised goods partially offsets the objection.

³The change from the "trade agreement" to the guarded permission to sell at any price is due to recent interpretations of the Sherman Law which indicate that the Government regards such agreements as illegal. There has, however, been no Federal Court ruling on this particular point. On the Pacific Coast this system is still popular, as there have been several decisions in State courts which uphold the validity of the "sticker" on invoices.

⁴This plan is particularly obnoxious to the jobber, because it smacks of paternalism, and he feels that the manufacturer is interfering in his private affairs.

⁵This doubt is not well sustained, for there are many cases on record in which manufacturers have disciplined jobbers by cutting off supplies. The Kellogg Toasted Corn Flake Company, for example, did it with Austin, Nichols & Co., and with Francis H. Leggett.

⁶If jobbers cut prices only because they are forced to do so by large buyers, they ought to welcome every genuine attempt on the part of manufacturers to maintain prices and avoid quantity discounts. If prices were strictly maintained all along the line, no large buyer could force a cut.

liberately lie, saying for instance: "R. A. Bartley has made me a better price than that. Can't you sell goods as cheaply as he can?" The jobber quickly takes another look at his list, and usually shaves the price to conform to the buyer's lie.

Personal pride and aggressiveness will not permit a wholesaler to lay down in the face of competition, no matter how severe. A few days ago one of the larger buyers in the local market phoned an order. When he had finished he said, "I still have four items on my list, but I can't give them to you. I can beat your prices." Someone was underselling us on four nationally advertised, staple articles which he named. This is not an unusual incident. We are all forced to decline business occasionally, for various reasons, but no self-respecting wholesaler should or would stand back and see a competitor get business which rightfully belongs to him.

Generally speaking, the price on nationally advertised, standardized and trade-mark goods is not cut to as perceptible an extent nor as frequently as on the necessities of life. This is true at least as regards the grocery business, for the dealer as well as the consumer is educated to the price and pays it without objection. The fight is more often on goods that go to make up the bulk of the trade such as sugar, coffee, canned goods, tobacco and soap. Of course these take in a number of nationally advertised products.

In cut-throat price methods the rebate plan holds first rank. We

"This is a very important side-light on the jobber's view of business. Part of it 'belongs' to him, he thinks, and he must have it even at a sacrifice of profit. Some jobbers never seem to reflect that the worst thing they can do to competitors is to let them have the unprofitable business. Retailers know this, and in the majority of instances where orders are withheld the buyer is bluffing. Fixed prices on specialties would go far towards making such bluffs useless.

"If the jobber's backbone were a little stiffer he might find it possible to educate dealers to pay a fair price for staples, just as he admits they have been educated to pay for specialties. It would take courage and patience, of course, but the specialty manufacturers have proved that it can be done.

are all more or less familiar with this trade abuse. The house bills the goods at the regular price. Along comes the salesman who digs into his pantaloons and pays Mr. Retailer the difference between the price he promised and the house price. Sometimes the salesman will hide the rebate allowance in his discounts, or he may charge it to customer entertainment, or expense. Or again he may call it allowance for spoiled and damaged goods. To attempt to put a stop to this old price-cutting device of the man who does not fight in the open, would indeed, be an undertaking.

I am aware that The Associated Advertising Clubs of America are recommending and endorsing a resolution, passed at Baltimore, in favor of price maintenance. Seems to me recent developments demand that we exercise caution and move slowly with or defer such endorsement.

"This is an abuse which is much more common than it ought to be. But it is not an argument against price maintenance.

"Big Ben" Window Display Campaign

The Western Clock Company, manufacturers of Big Ben alarm clocks, has been devoting much attention recently to window display matter, most of which has been unusually strong. Instead of cut-outs of the stereotyped variety, the company is getting out material which is more expensive and at the same time more attractive. One display consisted of a miniature stage setting showing the householder attacking the furnace as the result of a timely warning by Big Ben. The figures were well worked out, and the little scene is lifelike and familiar enough to attract attention to any window where it is presented.

The company is also getting out an electric flasher, consisting of a framed bronze cloth painting of a man waking up to the sound of Big Ben. While he is stretching himself the words, "He Left His Call with Big Ben," and a Big Ben symphony are flashed on the canvas. The flasher is operated from an ordinary lamp socket.

The Western Clock Company is featuring this display in double-page spreads in trade journals.

Thomas B. Morton has opened an office in the Starks Building, Louisville, Ky., for the operation of a direct advertising service. Mr. Morton was formerly advertising manager of the John C. Lewis Company, a Louisville department store.

Advertising for "Lost Policyholders"

Connecticut Mutual Life Insurance Company Uses the Newspapers in an Unusual Campaign—Many to Whom Money Was Owed Discovered—Value of This Kind of Advertising

MOST advertising is done for the purpose of selling goods and getting money; but the Connecticut Mutual Life Insurance Company, of Hartford, has used publicity in the newspapers as part of its campaign to locate lost policyholders, to whom money was due by reason of the redemption values of policies which they had allowed to lapse.

While the company has taken advantage of the obvious methods of tracing persons whose whereabouts are unknown, such as inquiries of postmasters in towns where the assured last resided, and also by inquiry of friend and physician of the assured named in the application, the possibilities of advertising were not overlooked.

The company itself has advertised lists of policyholders in a number of newspapers of wide circulation, including the *New York Sun*, the *Cincinnati Enquirer*, the *Chicago Tribune*, the *Chicago Record-Herald* and the *San Francisco Examiner*. The ads occupied two columns, and contained little matter other than a brief explanation and a list of the policyholders, the date when insurance was taken out and the place of residence when insured.

The company also distributed to its policyholders, with premium notices, leaflets containing the names of lost policyholders, and by means of these various methods has succeeded in locating most of them or their relatives.

A number of general agents of the company, located in various parts of the country, have also inserted advertisements in their local newspapers, explaining the idea back of the campaign and giving the names of policyholders

of whom information was desired. The space used by the general agents was comparatively modest.

Benjamin W. Loveland, superintendent of the death-claim department, has been in charge of the work of locating missing policyholders of the Connecticut Mutual. The total number of cases investigated, he reports, is 3,585. Policyholders found number 3,334, so that only 251 remain "lost." Inasmuch as the advertising resulted in a large number of the successes scored in these cases, it must be credited with having answered the purpose efficiently.

The campaign, incidentally, would of itself be an excellent talking point in advertising life insurance, as showing the high plane on which the business is conducted, inasmuch as the company resorted to aggressive methods in order to locate people to whom it might pay out money.

"In a great many cases," said Mr. Loveland, discussing the matter, "the people entitled to the money had nothing but the records kept by the company to show their claims, as their policies had been lost or destroyed. The representatives of the company have followed clews of all kinds in order to locate the beneficiaries named in policies on the lives of some of these missing policyholders. The company has received numerous letters of commendation from beneficiaries to whom payments have been made under policies settled as death claims and who had no knowledge of the existence of the insurance until they were so advised by the company."

Want National Advertising Law

The Retail Furniture Dealers' Association of Tennessee, at a recent convention in Nashville, endorsed a resolution of the National Home Furnisher's Association which calls for national legislation to prevent fraudulent advertising. The publication of claims of ownership of factories or to being wholesalers, when such is not the case, and the use of misleading illustrations, is especially opposed. The secretary of the Tennessee association, H. K. Howse, Nashville, has called on the Tennessee delegation in Congress to support the trade relations bill now before Congress, which, it is stated, embodies the ideas indicated.

**"A Quality
Circulation"**

La Patrie

Reaches 55,000

French-Canadian Homes

Montreal is the hub of French-Canadian Industry. A recent census shows a population of more than 650,000 people, of whom more than 420,000 use and prefer the French language. Resources, both natural and manufactured, have made of Montreal the fourth largest French city in the world, and the wealthiest in the Dominion of Canada. Does this mean anything to the American manufacturer? Can he afford to overlook this vast outlet for his wares?

Where QUALITY Counts—

La Patrie's circulation has not been meteoric in its rise. A consistent growth, evident each month among the better-class French-Canadian people has been evident, and it has held and maintained the "quality" slogan since its beginning.

La Patrie is today the recognized quality French paper of the continent. Read in the

homes of French and Canadian alike, among the better class. Hundreds of wide-awake foreign concerns carry their message to the French-Canadian buyer in *La Patrie's* columns each afternoon. Distinctly a paper for French-Canadian readers, and those firms catering to this wonderful opportunity for selling their products.

For any further information pertaining to the French-Canadian and *La Patrie*, write Manager Promotion Department, *La Patrie*, Montreal

United States Representatives

THE E. KATZ SPECIAL ADVERTISING AGENCY

New York: 15 East 26th St.

Chicago: Harris Trust Bldg.

Discriminating Advertisers Use

COMFORT

to avoid wasting money for unprofitable circulation in the cities that, pinched by hard times, are feeding the great armies of the unemployed with free bread and soup.



COMFORT'S million and a quarter circulation is over 80 per cent rural.

Use

Prosperity Reigns in the Homes
of the farmers where COMFORT goes
and is read by the entire family.



The unusually deep snow of the past winter
promises them big crops the coming season.

Business is brisk with those whose
ads reach the farmers—through

COMFORT

W. H. GANNETT, Pub., Inc.,

New York Office: 1105 Fulton Bldg.
WALTER A. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative

All Records Smashed In February

The February 21st, 1914, issue of THE SATURDAY BLADE and CHICAGO LEDGER, Boyce's Weeklies, broke ALL records for advertising receipts. Advertisers spent MORE money in this issue than in *any other* issue of BOYCE'S WEEKLIES in the 25 years of their history.

What Is the Significance?

It is plain enough. The unemployed are charging the bread line *only* in the *big* cities. The *big* cities are the *only* places where talk of hard times is heard.

There is no such talk in the *small towns* and in *farming communities*, where everybody's busy and *spending the Ten Billion Dollars* from the record crops of 1913, and it is in the *small towns* and *farming communities* that BOYCE'S WEEKLIES circulate *exclusively*.

Can Anything Be Plainer?

But—this prosperity of BLADE and LEDGER readers would not *alone* account for BOYCE'S WEEKLIES "smashing" its highest record. The advertisers did it. *Why did they do it?*

Because BLADE and LEDGER advertising PAYS them. It is impossible to explain the volume of advertising carried by *Boyce's Weeklies* on any other theory.

Advertisers do *not* persist in patronizing *unprofitable* media.

W. D. BOYCE COMPANY

500-514 N. Dearborn St.

Chicago, Ill.

EASTERN OFFICE

212 Metropolitan Tower

New York City

Association of American Advertisers Canvasses Circulation Developments

Report of Fourteenth Annual Meeting in Chicago

VITAL circulation matters formed, as usual, the subject of the deliberations at the 14th annual meeting of the Association of American Advertisers, held in Chicago, February 24-25. Louis Bruch, vice-president of the association and advertising manager of the American Radiator Company, gave a brief review, at the opening session, of the important work that has been accomplished in the last 14 years. He asserted that the importance of the association's work was gaining recognition steadily and that publishers, instead of refusing to allow investigation or co-operating only lukewarmly, are coming in great numbers, voluntarily asking for examinations.

Mr. Bruch described the procedure of getting out confidential circulation reports. When an investigation is made, the publisher gets the report first. If he does not approve of the report, he is given the alternative of a second report on a basis which does not cost him anything if this second report varies more than 3 per cent from the figures in the first report. In case of each report the publisher is given 10 days in which to file any objections he may have.

SPEAKERS BEFORE CONVENTION AND AT BANQUET

The first address of the convention was delivered by Ida Clarke, of Scott & Bowne, manufacturers of Scott's Emulsion. Her address, as well as those given by Bert Moses, of the Omega Chemical Company, and Henry Dumont, general manager of the Pacific Coast Borax Company, will be found elsewhere in this issue.

Allen N. Drake, president of Booth's Hyomei Company, Buffalo, discussed this subject: "Fraudulent Advertising—What It Is and Its Censorship?"

The banquet held Tuesday even-

ing at the La Salle Hotel provided perhaps the most interesting developments of the convention. Among the speakers were Louis Bruch, Arthur Brisbane, of the New York *Journal* and the Chicago *American*; Stanley Clague, of the Clague Agency, Chicago; W. H. Field, business manager of the Chicago *Tribune*; O. J. Gude, of New York, and Walter B. Cherry, sales and advertising manager of the Merrell-Soule Company, Syracuse.

Mr. Bruch read the following resolution:

RESOLVED—That for a period of one year the service rendered by the Advertising Audit Association & Bureau of Verified Circulation, be utilized by the Association of American Advertisers, the cost for such service to be at the rate of two dollars a year for class "A" members, and that the regular service heretofore rendered by the A. A. A. be suspended for that period, but the organization itself to be kept intact as at present.

RESOLVED—That for the above period of one year the plans, records and equipment of the A. A. A. be transferred to the Advertisers Audit Association & Bureau of Verified Circulations.

RESOLVED—That a committee be appointed to conclude negotiations in carrying out the foregoing resolution.

In his formal address at the banquet, Mr. Bruch discussed the high cost of advertising from the standpoint of the man who pays the bills. He compared the complexity of some rate cards to the unfathomable income tax law. He said: "Often we receive rate cards to file, but there is nothing on the card to indicate the town in which the paper is published. Rate cards are not authentic; they are difficult to understand and much of the data means absolutely nothing."

"If we could get together and publish in some set and sequential form the data from various publications so that it would all be of easy comparison it would be a great accomplishment."

"The A. A. A. has been able to systematize some information that comes from the publisher but very little of it.

"The present plea of the A. A. A. is that the publishers will organize and systematize the data that is being sent out. We receive a clumsy lot of material with no arrangement, and with little basis of comparison to help the advertiser.

"If a systematic standard of advertising rates would be adopted it would make it much easier to do business with the publisher.

"We have adopted the resolutions just read to bring about greater reforms along this line. We have subscribed nearly \$60,000 to help out in this movement and we aim to get \$75,000 before the meeting is over."

BRISBANE ON COPY

Arthur Brisbane delivered one of his characteristic addresses: "Advertising copy, like every other kind of writing, is the art of getting an idea from your own minds into the mind of another individual," said Mr. Brisbane. "The making of a phrase is like the making of glass; it is the art of manufacturing a literary substance which does not obstruct the vision.

"Advertising and that sort of writing literary men do to-day is alike except the writing of advertising is the more difficult.

"When you write advertising you must interest the reader in *your* affairs. The literary writer has only to interest the reader in *his own* affairs.

"In order to be a successful advertising writer or merchant you have to get your commodity before the public.

"First, make people see it. Second, make people read it. Third, make people understand it, and fourth, make people believe it. These are the four things that are absolutely necessary for successful advertising. Thoroughness and earnestness are two other things that are absolutely necessary for success."

Mr. Brisbane urged the members of the association to create

a closer relationship with the country editor.

"The value of a small-town newspaper cannot be estimated," he continued. "The readers of the crossroads papers are the people that buy any commodity that advertisers can sell. They have time to read the papers. They digest what it contains. The editors of the city papers make a great mistake in not working in closer partnership with the country editor along advertising lines, because the latter send the business men to the city."

Stanley Clague, of the Clague Agency, Chicago, spoke for the advertising agents.

"For a long time we have been buying advertising space without any scales on which to weigh the commodity," said Mr. Clague. "When we have a contract for so many inches of space, after it is paid for we don't know how much space we have. We may have absolute confidence in a publisher, but we haven't any way of knowing what we are actually getting. But I am glad to say that this condition is passing. The day is here when the advertising agent and publisher are getting together to carry on the work the A. A. A. has been doing.

"Time can be saved for both the advertiser and publisher. It is not quantity of circulation, but quality and the fitness of that medium to the proposition we have in mind.

"The work accomplished by the A. A. A. marks a new era—a new step in advance by being able to have actual facts. If we forget this movement we are losing one of the greatest opportunities we have ever had, whether we are advertising agents, publishers or advertisers."

THE PRINCIPLE OF BEING GOOD

W. H. Field, business manager of the Chicago *Tribune*, spoke on "The Principle of Business Is Goodness."

"It is not always an interesting principle," said Mr. Field, "it is often dull and fails occasionally to touch the imagination, but nevertheless it is a principle of

business. The power of being good develops an influence and efficiency that act in raising wages, lowering prices and serving the public.

"In striving for success other things have been thought of except being good, but big success is bound to come from the efficiency of being good."

Mr. Field also referred to the quality of toleration in men, "the toleration that gives a man credit for his own views even though they are different from our own."

The influence of women in the homes, business and politics were discussed at length. "In the future the women will become the housekeepers of our city," said Mr. Field. The use of sentiment in business was enlarged upon. "There is no reason why men should be ashamed of sentiment. Sentiment in business is just as much in place in business as at home."

Mr. Field read the "Declaration of Principles" adopted by the Associated Advertising Clubs of America and analyzed truth as a business asset. He said, "Truth is the cornerstone of business, it is the foundation of all good business."

"When these principles are in common practice the advertiser will not be compelled to make investigations. He will merely have to say, 'Insert my advertising.'"

"Let the business man put quality in his product, character in his advertising and it will put money in his pocket."

"Let the publisher put truth in his news columns, insist on it in his advertising, tell about it in his paper and he will double his circulation."

"Let the agent put service in his organization, truth in his copy and his business will increase."

GUDE'S MESSAGE FROM ENGLAND

O. J. Gude, of New York, who was recently abroad, described how American business men are regarded in Europe. "At a recent meeting of advertising men in London," he said, "the 'Declaration of Principles' was read, and had you heard the applause you

would have been proud that you were American business men." Continuing, he said that the Associated Advertising Clubs of Great Britain would be organized June 1, 1914, in London. He suggested that American advertising men be represented at the organization of the British clubs.

Walter B. Cherry, sales and advertising manager of Merrell-Soule Company, related the early difficulties of the A. A. A. while getting started, and said that the men who fought the fight in the early days deserved great credit. It was hard work, because advertising men at that time did not believe in getting together and exchanging experiences.

He also gave a history of the organization of the "Bull Ring" and its value as a means of getting facts from representatives of various kinds of media. Touching on co-operation by newspapers, he said:

"The greatest trouble we have with many of the small newspapers is that they won't follow schedules. They run the advertising when and where they feel like it, and the make-up men have no idea of arranging copy to secure the best effects and best results. It is discouraging to spend money with publishers who don't care."

Wednesday afternoon's session was held behind closed doors, being attended by regular members only.

OFFICERS AND DIRECTORS

The same officers that served in 1913 were elected for 1914, with the exception that A. H. Heisell, of the International Harvester Company, was elected a director to take the place of M. R. D. Owings, and Lee Anderson, of the Chalmers Motor Company, was made a director in the place of H. W. Ford, who is now president of the Saxon Motor Car Company.

The officers, therefore, are: President, Emery Mapes, of the Cream of Wheat Company; first vice-president, Louis Bruch, of the American Radiator Company; second vice-president, G. H. E.

Hawkins, of the N. K. Fairbank Company; treasurer, E. B. Merritt, of Armour & Company; secretary, F. H. Squier, of the Pabst Brewing Company, Milwaukee.

The directors, in addition to those noted above, are R. F. Rogan, of Procter & Gamble Company; C. W. Post, of Postum Cereal Company, Ltd.; William Hardman, of Philo Hay Specialties Company; William Wrigley, Jr.; H. H. Good, of Carter Medicine Company; A. N. Drake, of Booth's Hyomei Company; Ida Clarke, of Scott & Bowne, W. H. McLauthlin, of Walter Baker & Company, Ltd.; Bert M. Moses, of the Omega Chemical Company; Ferd T. Hopkins, Jr., W. B. Cherry, Harry Dumont, and R. O. Eastman, of Kellogg Toasted Corn Flake Company.

SPEAKERS IN THE "BULL RING"

The "Bull Ring" was again a successful and diverting feature of the convention. The "Bull Ring" was devised two years ago in order to allow representatives of various classes of mediums a chance to give their selling talks. Those who spoke were A. E. Chamberlain, of Knill & Chamberlain, for the newspapers; R. G. Howse, of Howse & Little, for the magazines; John Lee Mahin, of Mahin Advertising Company, for the agents; Frank W. Lovejoy, of *Wisconsin Agriculturist*, for farm papers; William Larson, of *Svenska Amerikanern*, for the foreign language papers; Arthur Acheson, of the Street Railways Advertising Company, for the street cars; Harvey Conover, of the Thos. Cusack Company, for the paint interests; A. M. Briggs, of the A. M. Briggs Company, for posters; H. S. Bunting, of the *Novelty News*, for specialty advertising, and Morris Ebersole, of Clyde W. Riley Advertising System, for theatre programmes.

The various arguments were cogently presented, the successive points being driven quickly home. There was a strict ten-minute limit on each talk. The "mata-dor" was G. H. E. Hawkins.

In speaking for the newspapers, Mr. Chamberlain referred to the

contention often made that "foreign" advertisers are overshadowed by large-space local advertisers. In this connection, he said:

"What does your wife (she's the buyer) read *first* in the newspaper? She reads the advertisements of the local merchant. So does my wife, and I say positively that in Chicago greater news value is contained in the advertisement of Marshall Field than most of the other reading matter published, as far as the average woman is concerned. That copy enhances the value of yours, and does not detract from it.

"The fact that newspaper advertising is local makes possible the important feature of co-operation. Many newspapers now have a co-operation department for the assistance of advertisers. These departments gather information, help in getting distribution, and assist the advertiser in many ways. The publisher is on the ground. He knows the jobber, and many of the retailers personally. He frequently helps them and they are willing to help him.

"The up-to-date newspaper publisher gives co-operation to all general advertisers in various ways. For instance, here are two folders sent out by two specific dailies to all the retail grocers in their territory containing reproductions of general advertising running in these two newspapers. A letter accompanies these circulars telling each merchant what the advertiser is doing for him by advertising in his newspaper and asks the grocer to push the goods advertised, thereby co-operating with his friend, the publisher. Of course the publisher will not actually sell merchandise. He is not a merchant. He's a publisher, but he can help and the wise advertiser is mighty glad to have his good-will and assistance."

ECONOMICAL ASPECTS OF MAGAZINES

Mr. Howse characterized the magazines as "the text-books of everyday life." After discussing their distinctive editorial qualities, he described why, from the view-

Today's Magazine Anno Domini 1914

TODAY'S MAGAZINE FOR WOMEN is so different in

Ownership
Resources
Policies
Executive Staff
Make-Up
Editorial Worth
Quality of Circulation, and
Value as an Advertising Medium

from the TODAY'S MAGAZINE of recent years, that unless you know all of the facts regarding TODAY'S MAGAZINE as it is to-day you will overlook an exceptional purchase among women's magazines.

TODAY'S MAGAZINE now has over 800,000 subscribers who are not merely receiving the magazine each month but who are reading it with a keen appreciation that insures no waste circulation for the advertiser who is appealing primarily to the prosperous wife, mother, and home-maker.

The most searching investigation of our methods of obtaining circulation under the direction of Mr. Henry L. Vonderlieth is invited; not alone for our benefit, but for yours, because you want every dollar of your advertising appropriation spent as efficiently as possible.

Advertisers are reporting substantially increased response to their advertisements in TODAY'S,—more inquiries, more and bigger mail-order sales.

The time has come for asking of advertisers the same substantial recognition that we already have from our subscribers.

Today's
Magazine for Women

461 Fourth Avenue
NEW YORK

Frank W. Nye

Advertising Manager

Western Office:
People's Gas Building
CHICAGO

525 Grocery Chain Stores Will Push Your Goods



Located in the larger Cities, from New York to St. Louis, these stores serve *131,250 families weekly*, and do an average monthly business of *\$2,598,750*. You are assured a *constantly increasing* share of this trade by using

Store - Front Poster Advertising

"Talks Outside Make Sales Inside"

In no other way can you reach the consumer *at the point of distribution*. We've *facts and figures* to prove that our actual, everyday aid from behind the counter, plus Store - Front Advertising, is the biggest *sales-maker* you've ever known.

**The Cost Is Small, the Results
Great and the Opportunity
Limited. Write us today.**

THE NATIONAL STORE-FRONT POSTER CO.
Heed Building - - - - Philadelphia

point of economy, their use by manufacturers is advisable. He said:

"Any advertiser whose distribution is fairly well established finds here the cheapest and most efficient method of placing his goods before the general public. Some advertisers find that it is better to use the magazines for their national publicity and reinforce their campaign by local advertising in territories where their representation is poor. As a general rule, advertised articles are ones appealing to a class of people above the average, and the advertisers find less waste circulation among the magazines than any other method of advertising. Certainly no other way, so quickly, or surely, and cheaply establishes a trademark the length and breadth of the land. In other words, magazines will *standardize* a product quicker and cheaper than any other method of advertising. The life of an ad in the magazines is longer than any other form of publicity—a factor to be given most careful consideration by advertising managers wanting to get 100 cents value out of every dollar of their appropriations."

MAHIN ON AGENTS

Speaking on "Why Agents," Mr. Mahin stated that the advertising agency question is a service question. Developing this thought he said:

"The modern advertising agency can best serve the advertiser by handling exclusive individual accounts, and gives advice for media with which the agency has been successful. Buying power of the agency is a factor that cannot be underestimated, especially when we have so many complicated rate cards and facts to analyze.

"What goes into the space is also important. The preparation of selling copy is a commercial art; and one of the big responsibilities of the modern agency is to make good on copy.

"Sales co-operation through the agency is rich in possibilities because the agency must play fair with both advertiser and publisher.

"Never was there so much opportunity for men as there is for advertising men. We need more men to produce things to create wants and make people desire things. Scientific management has contributed this, that each man must be selected for a definite task. That is where the agency comes in, shouldering a big responsibility between the advertiser, the publisher and the consumer."

PAPERS THAT REACH THE "LARGEST SINGLE POPULATION DIVISION"

Some large figures were scattered throughout the ten-minute address of Frank W. Lovejoy, of the *Wisconsin Agriculturist*, who pleaded the cause of farm papers. He said that farm papers reach 6,000,000 families, who form the largest single division of our 90,000,000 population. Farm papers are the direct avenue to the great purchasing class. He said:

"There are 80,241 towns under 10,000 population in the United States, as against 615 towns of over 10,000 population and the statistics show that from 50 to 90 per cent of the trade in these small towns is with the farmer."

PROPORTION OF "FOREIGN" AND LOCAL COPY IN STREET CARS

Mr. Acheson, speaking for the street cars, took occasion to remark that if all advertising media were like street cars there would be no need for A. A. A. investigations.

"Our circulation," he said, "is based on Government records and actual figures. Analyzing the basic reasons for street car advertising has been a revelation to me. Street car advertising is a competitor of no other local medium. We have found that 85 per cent of the advertising carried in newspapers is local and that 50 per cent of street car advertising is national advertising which is supplementary to other national mediums. Street car advertising, while working with other mediums helps develop a selling force working as a unit, intensifying national campaigns. While other mediums have advanced rates the

street cars have not. Their circulation has doubled in the last ten years but the rates are the same. As there are only 28 spaces in each street car to sell we are not in the position of other mediums that can increase their space or positions at will. We have a fixed quantity to sell."

PECULIAR CHARACTERISTICS OF OUT-DOOR ADVERTISING

Painted display, according to its spokesman, Harvey Conover, of the Thomas Cusack Co., has the advantage to exact placement with reference to the kind of patrons the advertiser would reach. Another advantageous feature, he explained, is the large and "dominating" size of displays. Moreover, the effect of large size on passers-by is electrical if the package is reproduced in its real colors. The hand execution of the medium, he believes, gives a distinctive human touch.

A. M. Briggs, in championing poster advertising, referred to "the wonderful flexibility of the medium." Recalling difficulties overcome by the Poster Advertising Association in trying to build up a real medium of advertising, he said:

"It required twenty-two years of hard work on the part of the Association to get men in 3,000 different towns, controlled by 3,000 different ideas, to agree as to what really constituted perfect poster service. It was a difficult task because it meant a financial investment in every town. Old wooden boards had to be torn down and replaced by steel, the boards had to be redistributed over the town so that the advertiser could reach every neighborhood.

"The reconstructed methods represent up-to-date methods that are being recognized by advertisers for their high efficiency.

"We do not claim the poster is perfect yet; we only claim we have made great improvements. With our present inspection system from town to town we make reports which go into headquarters. This means that rates may be raised or lowered according to the service rendered by a town."

William H. Campbell Becomes General Manager

John H. Barrett, general manager of the Duffy-Powers Company, Rochester, who went to Rochester a year and a half ago from Gimbel Brothers, Philadelphia, has tendered his resignation to take effect March 1. Mr. Barrett will devote himself to the efficiency work in which he was previously engaged in a number of large stores.

He is succeeded by William H. Campbell, who for seven years has been advertising manager of the store, and for the last four years secretary of the company. Mr. Campbell will assume direct charge of the merchandising and sales end of the business.

Mr. Campbell was formerly with the Simpson-Crawford Company, the O'Neill-Adams Company, and B. Altman & Co. He is a former president of the Rochester Ad Club and was also president of the Advertising Affiliation comprising the clubs of Cleveland, Buffalo, Detroit and Rochester.

How Store Sampled Colgate's and, Hudnut's Brands

A plan of sampling for Colgate's, Hudnut's and other toilet products was recently conducted through special sales by the May Drug Company of Pittsburgh. A trial size of Colgate's perfume—"Florint"—was given away with every purchase of Colgate's Natural Soaps, three cakes for 35 cents. A 25 cent bottle of Colgate's Lilac Toilet Water was given free with every purchase of Colgate's Toilet Helps amounting to 35 cents or over, and so on. A trial size of Hudnut's Violet Sec Bath Salts was given with every twenty-five cent package of Hudnut's Violet Sec Talcum, etc. Other products were introduced in the same way by giving a generous size sample with a purchase of some other product made by the same manufacturer.

Would Prohibit Traffic in Branded Containers

Senate Bill 211, to prohibit the sale of and trafficking in branded bottles and containers, has been reported favorably to the upper house of the Kentucky legislature. Senate Bill 250, to prohibit the use of the American flag for advertising purposes, and Senate Bill 197, prohibiting the erection of advertising signs within 400 feet of the State capitol grounds, have also been favorably reported.

Gave Gillette Razors as Premiums

A merchant tailor in Cleveland, O., recently advertised to give away a \$5 Gillette Safety Razor or \$5 worth of blades if the purchaser owned a razor, to every purchaser of a suit or overcoat. The razors were displayed in the window and the advertisement was illustrated with one of the cuts used in Gillette magazine copy.

Manufacturers and Agencies should have this book!

It may open the way
to an enormous
new outlet for the
merchandise in
which you are
interested.

Do you know that
druggists handle
bath room fittings
auto accessories
electrical goods
Sealpackerchief
vacuum cleaners
optical goods
garden -seeds
phonographs
harmonicas
silverware
cut glass
magazines
cameras
jewelry
watches
clocks
books
etc. ?

"Side-Lines" in the retail Drug Trade

*-and what they mean
to alert manufacturers
seeking a larger outlet
for their products.*

This Book Tells WHY

druggists can
handle these
and many other
"side-lines" so
advantageously to
themselves and the
manufacturers.

If your goods can be
sold in drug stores this
is certainly an important
outlet that deserves your
immediate attention.

Send for this little
book at once. We
are confident it will
greatly interest you.

Our Service Department is at the Command of Both Manufacturers and Agencies

The Bulletin of Pharmacy

A LIVE MAGAZINE FOR DRUGGISTS

EASTERN
183 HUDSON STREET
NEW YORK

DETROIT
U. S. A.

WESTERN
164 N. FRANKLIN STREET
CHICAGO

Home Life Circulation Mail Order Circulation Small Town Circulation

These are synonymous terms as to the field covered.

If you wish to exploit ANYTHING the average man, woman or child requires, you will find a ready market in this HOME LIFE, mail order, small-town circulation,

Through—

First: a general publicity campaign. Of course, the article must be well distributed.

Second: direct return copy, if you wish customers to use the mails.

And—let us emphasize this point again—keyed copy is welcomed.

Home Life Publishing Co.

Arthur A. Hinkley, President

Chicago

BARTON E. BUCKMAN, Adv. Mgr.,
141-149 W. Ohio St., Chicago.

C. W. WILSON, Eastern Mgr.,
200 Fifth Ave., New York.

Why Some Copy Strikes a Woman as a Joke

Oranges in the Ad when Peaches Are Ripe Don't Appeal to the Housewife—Human Interest Is All Right, but It Needs to Be up to Date—What Happened at an Agency Conference

By W. Livingston Larned

THE slightly gray man with the very firm chin and the tightened red, freckled fists, thundered out his reprimand in tones that could be heard far beyond the boundaries of the committee-room.

"By rights," said he, "I should take my account away from you. Suppose we, in our business, made a blunder of that sort. It would be inexcusable. The trade would laugh at us. We would be held up for ridicule by every salesman in the country. I want to say right here, gentlemen, that you'll have to be more careful in the future — careful of the little things. You can't very well miss the big ones; you'll stumble over them; they'll trip you up in spite of yourself. The little, insignificant details count. No amount of argument will lead me away from this belief. Gentlemen, there is an error in this last piece of copy so flagrant, so apparent, so stupid, that even the plain unbusinesslike stenographers in my office have brought it to my attention and criticised it. You fellows have killed that ad."

Five serious-minded agency men jumped to their feet and gathered about the full page in colors on the back of the women's publication. They stared at it blinkingly, they wondered and puzzled and coughed.

Finally the president of the agency spoke: "I am afraid, sir," he remarked with a brave attempt at irony, "that I see nothing wrong with either design or copy. That, sir, to my way of thinking, is a splendid advertisement and just about as good as we can make it."

"What do you say?" whipped out the little man with the red

fists, as he turned to a sad-eyed copy man in spectacles and a three-day beard.

"I—I think it's all—all right," voiced the copy man weakly.

"And you?"

This time the square-jawed little man pointed a rather reproachful if not accusing finger at the well-groomed, silk-shirted secretary.

"One of the best things we ever turned out," Mr. Secretary staunchly and emphatically held out.

"Gentlemen," sighed the little man, "it takes the woman to make us come to our senses. We must look through her eyes fifty or sixty per cent of the time. My wife, our cook and maid, a dozen or more lady friends of mine and the whole office force of female stenographers have called my unhappy attention to this advertisement. They made fun of it. They wanted to hear me give my opinion. I was lucky enough to see what was wrong. You can't. Maybe you keep your eyes too near the tricks of the trade.

COPY ERROR WHICH WOMEN
NOTICED

"Now look at that illustration. Breakfast food advertisement—time 7:30 in the morning; season between July and August. Plot of illustration—wife serving breakfast to husband who is in a hurry to catch his train. Not a minute to lose. So far excellent, gentlemen. Good idea! But you spoil it all—the season is the season for canteloupes and sliced peaches and you've put in oranges. Oranges at a season when they are at their worst, when peaches are ripe!

"This may seem to you a great deal of noise to make over a trifling matter, but I started out by admitting that it was confessedly one of the little things. I don't care what you say—you can talk your heads off—women *do* notice such things. They serve berries and peaches and so on in proper season and they can't understand why a great national advertiser should be indifferent to the little niceties. Why, my wife spotted



El Paso Herald

When were you in El Paso, Texas? In ten years it has grown from a mere town of 10,000 to a metropolitan city of 60,000 and the impetus, momentum and opportunities point almost positively to 200,000 by the end of the next ten years.

No western city ever before faced such opportunities, such marvelous certainties of wonderful growth as confront El Paso to-day.

On every side the story of progress is told in the most vivid and striking language, in the hum of activity, sights and sounds of building, crowded streets and stores, happy, prosperous people.

Uncle Sam is spending millions on the Elephant Butte Dam and other improvements right at El Paso's doorway. And those millions will multiply into many millions more as vast territories, hundreds of thousands of acres of land, are reclaimed and made wonderfully productive.

Mr. Manufacturer and Distributor, are you entering this grand market? Are you making what you may of your opportunities before competition becomes fierce?

EL PASO HERALD, "the metropolitan newspaper of the Southwest," a daily news and trade letter that covers west Texas, New Mexico and Arizona, offers you a splendid publicity method that takes your story into every worth while home within that vast purchasing radius. 18,000 circulation, 4 cents an agate line flat.

EL PASO HERALD

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

those oranges in a wink. 'Jim,' she said to me, 'that appeals to me as being a poor ad. Nobody serves oranges at this time of the year. That was the first thing I noticed.'

"There you are," pompously cried the square-jawed man with much feeling. "Once a woman finds a flaw in an advertisement it ceases to influence her. She can think only of the flaw. That the fault be a little one makes no difference—it's there!"

"But this lengthy criticism of mine was intended as a prologue to a more vital, more urgent question. In the past two years we have been using what you call 'human interest' illustrations—a great deal of figure work—women at receptions, women at the breakfast table, women shopping. I want to do away entirely with women's figures!"

The five agency men looked as if a bottle of ammonia had been suddenly dropped in their midst. They remonstrated, they questioned and they cajoled, all to no avail.

"No, gentlemen," continued the little man with the freckled fists, "you can't swerve me. It's what women think, again, that has compelled me to make my present suggestion. Ninety-nine per cent of those who buy my product are women. I've got to please them—I've got to win their sympathy, respect and confidence, pictorially as well as in a copy way. The life of my business depends upon it. I've just bought the equivalent of the State of Kansas in fine selected wheat to be delivered eleven months from date. I'm going to let the other fellow grow careless when it comes to framing up his picture appeals. I'd like nothing better than to lock every advertising man and every department head in our shop for an hour and select a jury of real, live American women to pass judgment upon my illustrations. Women see things, gentlemen. They see intimate errors. They live in the very atmosphere we're trying to put on paper and any false note gives them a shock.

"I'm sick and tired of having

women come to me and tell me that the women in our ads are always a year or so behind the times in their dress. We never seem to get the fashions right. Do you think even the poorest and most poverty-pinched housewife will forgive that? No, sir, she won't. It's an insult to her intelligence. Why one woman told me the other day that if our food was as old as the styles in the advertising, she'd be afraid to eat it for fear of weevils. Will an illustration help us sell goods if the first thing a woman does, on seeing it, is to have a laugh at the expense of a misfit or out-of-style dress? I don't want intelligent women laughing at my advertising. I want them to place reliance in it as a standard of its kind; then they'll place reliance in my goods.

"I was on my way to Chicago about a week ago and a lady who knew my wife came up to me. She knew I took a great interest in advertising. She had an open magazine in her hands, turned back at the advertising section.

"Any woman in the world would question that picture, Mr. K.," said she earnestly. "I wonder why the people who plan these things do not study women more. The lady in the illustration is varnishing a chair in the parlor on her fine rug. No housewife would ever think of doing such a thing. Why do they do it?"

Local "Paint and Clean-up" Campaign

Louisville, Ky., paint and varnish manufacturers and jobbers are planning a local "clean up and paint up" campaign to be run in the daily newspapers during March and April. The campaign has been handled on a national scale during the past three or four years by the manufacturers, and the Louisville trade has decided to localize the effort.

Government Publications on Food Act, Etc.

The United States Department of Agriculture has announced the publication of a new series of booklets called "Service and Regulatory Announcements." The object of the series is to give full information as to rulings, decisions, instructions, etc., in the enforcement of the Food and Drugs Act and various other regulatory provisions.



If you dictate to your stenographer until noon and she spends part of her afternoon deciphering her notes, and part of it coming to you to find out what you really said—

when are your letters ready for your signature? If you dictate to an



Edison Dictating Machine

Prevent substitution, specify "Made by Edison"

you get all your dictation typewritten without delays or interruptions.

Your stenographer has an exact record of what you said, a record that can be repeated as often as necessary. She has no notes to decipher and no questions to ask. She writes rapidly and correctly while you keep on dictating more letters. All of them go out the day they are dictated.

The Edison Dictating Machine has been developed to its present advanced design by a corps of experts under the personal supervision of Thomas A. Edison. It is the machine approved and labeled by the Underwriters' Laboratories, Inc., under the direction of the National Board of Fire Underwriters, and the *only* dictating machine equipped with an Auto Index for conveying corrections, instructions, etc., to the transcriber. Its many mechanical and electrical advantages are explained in our booklets, which you should read before investigating. Service everywhere, including the principal Canadian cities.



Thomas A. Edison
INCORPORATED

211 LAKESIDE AVENUE

ORANGE, N. J.

SEND IN THIS COUPON

Thomas A. Edison, Inc., 211 Lakeside Avenue, Orange, N. J.
Please send me your 24-page brochure, "The Goose, the Typewriter and the Wizard," describing how the Edison Dictating Machine may be adapted to my work, and your booklet on its mechanical and electrical advantages.

Name

Firm

Address

Extracting Sales Tips from Salesmen

How One Advertiser Solved the Problem of Getting Salesmen to Contribute the Right Kind of Material for His Organization Paper—Practical Help Worth More Than "Ginger" Talks

By J. C. Asplet

IT is one thing to get out sales manuals, organization papers, "ginger-up" bulletins and other devices for giving the sales force the benefit of the combined experience of all the members, but it is quite another to get into this literature the kind of information that will really help the salesman get more names on the dotted line. Yet this is the kind of material that such literature must have to make it pay its way. Inspirational talks from editors who "couldn't perhaps sell peanuts in a circus," and general advice as to how to go out and get the order will do well enough when it's just a matter of filling space, but salesmen are pretty shrewd. What they want and what they should be furnished with is good, practical information which will help them solve their own problems, and make two orders grow where only one grew before. This is the best kind of "ginger."

But, as everyone who has ever tried knows, there is nothing harder to get out of a salesman than practical information as to how he is overcoming certain objections and his methods of selling. Perhaps he isn't in sympathy with the advertising department; or he is working on a commission and can't see the need of "coming across"; or, again, he may be with the great majority who would like to, but to save their lives they don't know how to go about it.

And so it's up to the person seeking such information to devise some way to get it. Merely asking for general contributions brings in a lot of elementary generalities which are of questionable value; published requests in house-organs are wasted effort and are too apt to give the im-

pression the department "is up against it" or lacking the support of the sales force. Even assigning specific topics is not wholly satisfactory unless one happens to hit on just the proper theme.

HOW TO GET REAL NEWS FROM SALESMEN

A plan, however, has been worked out by a large Chicago office specialty concern to get the right kind of information into its weekly newspaper published in the interests of its sales force. In publishing this paper the editor acts in the same capacity as a newspaper reporter. He is not supposed to know anything about selling, although he does, and so puts only opinionless matter into the publication, such as would go into the news columns of a daily. The editorials and expressions of opinion are written by officials of the concern over their signature.

At stated intervals each of the salesmen is written to and asked to send in lists of problems which have perplexed him during a definite interval, regardless of whether he has solved them or not. A record is kept in order to make it possible to follow up all salesmen.

These problems are then edited, listed and multigraphed. Copies are sent to the whole sales force with a request that they give their best answers to these problems, and replies are checked up to make sure that they do.

In this way the company is sure of giving the men just the information they need, and the men, appreciating the practicability of the plan, seem glad to co-operate. At the same time the really able salesmen, who never contributed because they "didn't have anything to write about," willingly gave the organization the benefit of such arguments as they had found effective.

Other plans for getting this information from the salesmen consist of writing personal letters to the men, asking specific questions, when they send in an order and giving an invitation to write on subjects which their experience peculiarly qualifies them to discuss.

A concern which is in the store-fixture field compiled a mighty good sales manual by offering a series of prizes for the best canvass used on a specified list of businesses, but the objection to such methods is that they fail to give the combined experience of the whole organization on definite problems. When the problems that are bothering the men are first ascertained, and then the combined solutions are listed below the objection, you get a canvass which is about as close to 100 per cent efficient as is possible.

Another good feature about this plan is that it enables the salesman to pick arguments which fit into his personality, thus avoiding the danger of turning the sales force into so many mechanical performers by urging them to adopt the selling methods of another on the theory that because one salesman is able to make a record with such methods the same should be true with every man in the organization. This is something which every sales

manager knows is far from the truth. Salesmen have to be led, rather than driven, and any plan which tends to that end by *suggesting* to them a number of arguments to choose from—all bearing on definite and common problems—should be unusually profitable to the house.

Trade-Marked Bathing Suit Advertised

Under the name "Swim-Easy," the Myers Manufacturing Company, Inc., of Poughkeepsie, N. Y., is advertising bathing suits in trade papers.

Among the arguments for the product set forth in the ads are that the suits are one-piece, open at the top, have adjustable waist bands and adapt themselves to the "greatest variety of novel stylish models."

The manufacturers in their copy give notice that the "Swim-Easy" is patented.

Educational Copy for Rugs

Hodges Rattania Rugs are being advertised in a list of newspapers through an educational campaign. The feature of the copy is a ticket of identification, which is a guarantee to the buyer of double wear and being easily cleaned.



We have no ready-to-wear theories on our advertising shelves waiting to be donned and worn away by all comers.

We tailor each advertiser's campaign to fit *his* business physique; and we design it for suitability to the wear he must put it to. That's why we call ourselves manufacturers and not jobbers of advertising.

D'ARCY
ADVERTISING
COMPANY

ST. LOUIS

To Exclude the Circulation Liar

New York Trade Press Association Considering New Requirements for Membership—Circulation Statements from All Members, Which Must Be Complete

AT a special meeting of the New York Trade Press Association to be held March 20, it is proposed to amend the constitution so as to exclude from membership in the association certain classes of publications, and publications which do not give certain specified facts regarding circulation.

The section which it is proposed to amend (Article 2, Section 2) now reads as follows: "An active member shall be an American trade or technical paper that is entered for transmission through the United States mails as matter of the second class." If the amendment carries, the requirements for membership will be the following:

"An active member shall be a trade, technical or class publication that has been published at least once a month for one year, is entered for transmission through the United States mails as matter of the second class, and conforms to the following regulations:

"(1) It must have a bona fide list of paying subscribers.

"(2) Its advertising columns must be open at equal rates to all reputable advertisers furnishing copy acceptable to the publisher, and belonging to the class with which it is identified.

"(3) It must not be owned directly or indirectly by any trade, class or professional association, or by one or more business concerns belonging to the trade or class in whose general interest the paper or magazine is ostensibly issued.

"(4) It must not be published as an organ or mouthpiece of any house or combination of houses

to further its or their special interest as against the joint interest of the trade or class.

"(5) It must permit a yearly circulation examination by disinterested accountants approved by the Executive Committee of the Federation of Trade Press Associations which will show:

"(a) The number of actual paid subscribers in accordance with definition of 'paid subscribers' in the post-office regulations.

"(b) The number of free copies.

"(c) The average number of sample copies per issue.

"(d) The number of exchange copies.

"(e) The number of advertisers' copies.

"(f) The number of copies sold to agents and newsdealers (with the yearly average of returns, if any).

"(g) The number of copies disposed of in other ways.

"(6) Verified statements of the results of these examinations shall be available to all advertisers and prospective advertisers."

This proposal on the part of an important group of members of the Federation of Trade Press Associations is simply an indication of the growing sentiment that the circulation liar has no place in an organization of honest men. As it was stated in an editorial in *PRINTERS' INK* for February 19, entitled "Handling the Circulation Liar":

We hope soon to see the day when no advertising contract can be secured by a publication not willing and glad to submit a sworn, detailed circulation statement, showing not merely the number of copies printed but what becomes of them. A bank president who is considering an important loan to a business man demands a frank and complete statement of the applicant's entire financial situation. Similarly, why is not an advertiser entitled to have all the cards placed before him face up?

Passage of the proposed amendment by the New York Trade Press Association should prove an important step in the right direction.

Do you understand the new Parcels Post Ruling on Catalogs?

Catalogs weighing over eight ounces must be mailed **PARCELS POST** and **ZONE ROUTED**.

If you want to continue to mail your catalog under Third Class Postage (two ounces for one cent),—four cent mailing and under,—and your book weighs somewhat over a half a pound,—we can reduce the weight of your book and solve your problem.

Our **OPACITY** papers are the standard of quality and are used by all the largest buyers of light weight printing papers.

Give us your specifications and let our Service Department furnish you with dummies of our **OPACITY** papers in the weight that will allow you to mail under Third Class Postage, (two ounces for one cent).

We are also producing an Enamel Book paper, coated two sides, of high quality, in basis **25 x 38-37 lb.** to 500 sheets, in any size you desire. This Enamel paper will print any fine half tones and we are selling it at a price within your reach.

Birmingham & Seaman Co.
INC.

Chicago, Tribune Bldg.
St. Louis, Rialto Bldg.

New York, 200 Fifth Ave.
Milwaukee, Wells Bldg.

Write Our Nearest Office

Lumber Association Votes Largest Appropriation

R. S. KELLOGG, secretary of the Northern Hemlock & Hardwood Manufacturers' Association, described the evolution of the advertising of the association from "philanthropy to a paying investment" at a recent convention of Wisconsin retail lumbermen at Milwaukee.

Among other things he said:

"About two years ago the members of the Northern Hemlock & Hardwood Manufacturers' Association, the principal manufacturers of hemlock in Wisconsin and Northern Michigan, finally took hold of the question of advertising lumber. Since then we have been advertising in a modest sort of way. We have spent less than any other group of lumber manufacturers has spent. We have spent enough, however, so that our members have come to this point; they have ceased to regard advertising as a side issue or a philanthropy or charity; they have come to regard advertising as an investment, and one that brings results in proportion to the care and discretion with which the investment is made. As a result we have unanimously voted more money to be spent for advertising during this year than we have ever voted before."

Mr. Kellogg told about advertising birch to architects and builders, following up by the distribution of nine birch panels, each finished differently. He said that many large orders had followed the distribution of the panels. Hemlock advertising has been localized, the *Wisconsin Agriculturist* being used chiefly. The phrase, "Ask your nearest lumber dealer for hemlock," has been used. A booklet telling the story of an unpainted hemlock barn that has stood since 1841 has also been featured. The Wisconsin retailers have appointed a committee to co-operate with the manufacturers in getting publicity for hemlock.

Cleveland to Have "Business Chautauqua"

Thirty-seven manufacturers of women's ready-to-wear garments have taken page trade-paper space to invite merchants, buyers and managers to attend the "Business Chautauqua Fashion Review" to be held in Cleveland, O., March 17 and 18.

The programme arranged for the "Chautauqua" includes talks by W. R. Hotchkin, of the Cheltenham Advertising Service, New York, and Herbert N. Casson, of the McCann Company, New York.

Each of the manufacturers who compose the association will display his lines in sample-rooms.

Among those in the association are: The John Anisfield Co.; The H. Black Co.; Cleveland Knitting Mills Co.; The Cohn-Goodman Co.; The Consolidated Knitting Co.; The Dielhenn Mfg. Co.; The Empire Knitting Co.; The Emsheimer & Fishel Co.; Falk-Feierstein & Co.; The Fried, Keller, Kohn Co.; The L. N. Gross Co.; Greenhut Cloak Co.; The Guggenheim Co.; The Hamerschlag Cloak Co.; Hinkel & Wilker Co.; The K. & E. Blouse Makers; The Keller Knitting Co.; The Keplinger, Kelly, Homer Co.; E. M. Klein & Co.; The S. Korach Co.; The Landesman-Hirschheimer Co.; The Lattin-Bloomfield Co.; J. Leibel; McBarron, Carder, Frolking Co.; McQueen & Bonda; The Prince-Wolf Co.; The Prinz-Biederman Co.; Progress Skirt & Dress Co.; Schwarz, Huebschman & Forney; M. T. Silver & Co.; E. Sperling & Co.

New Chain of Stores

Another chain of retail stores is to be started in Memphis, Tenn., made famous by Mr. Bowers Stores, Inc. The United Stores chain has been incorporated to operate at least ten retail stores. Six operating concerns, doing a gross business of \$250,000 a year, are members of the new company.

In an announcement to the public the statement is made, "With improved buying and selling methods it is planned to reduce the cost to the consumer materially and to standardize prices of materials." Andrew Williams is one of the principal members of the new company.

Van Laeys Business Manager Houston "Chronicle"

L. J. Van Laeys, for several years circulation manager of the Capper Publications, Topeka, Kan., has been made business manager of the Houston, Tex., *Chronicle*.

For 15 months Mr. Van Laeys has been circulation director of the *Chronicle*.

Louis B. Ehrman, until recently connected with the Dorland Advertising Agency, Atlantic City, N. J., is now on the staff of the New York office of that agency.

CURRENT Swift & Company copy gives evidence of the possibilities that may be found in the featuring in advertising copy of new methods and inci-

But the interest in the hydro-aeroplane passenger and express line was more than local, as evidenced by photographs run in various weekly publications, and Associated Press reports in the newspapers.

So now Swift & Company are

Swift & Company are taking advantage of the national interest by using the March issues of *Collier's*. *Leslie's* and several other publications with full-page copy, telling the story of mile-a-minute delivery of Swift hams and bacon to an excited grocer, "so his customers need not be deprived of these excellent products for a day."

The copy shows three pictures of the flying boat carrying the provisions, reproduces two newspaper accounts of the trip, and the telegrams authorizing the shipment and acknowledging receipt of the goods.

"This is the fastest delivery of merchandise on record, and was accomplished in the actual course of business between Swift & Company and one of their customers" is the conclusion of the advertising message to the trade and consumer.

Report of a New Farm-Implement Combination

It is reported in farm implement trade circles that the recent purchase of the Mitchell wagon business from the Mitchell-Lewis Motor Company, Racine, Wis., by a new company organized as the Mitchell Wagon Company is the first step in the formation of a new implement combination to embrace several large and well-known manufacturing concerns. The Mitchell Wagon Company is capitalized at \$500,000. Its corporate offices are located at 1501 N. LaSalle St., Chicago, Ill. Its directors are J. H. Knobel, George N. Pratt and others. Charles R. Flint, of New York, is reported to have financed the deal.



SWIFT'S NEW COPY, FEATURING UP-TO-THE-MINUTE DELIVERY

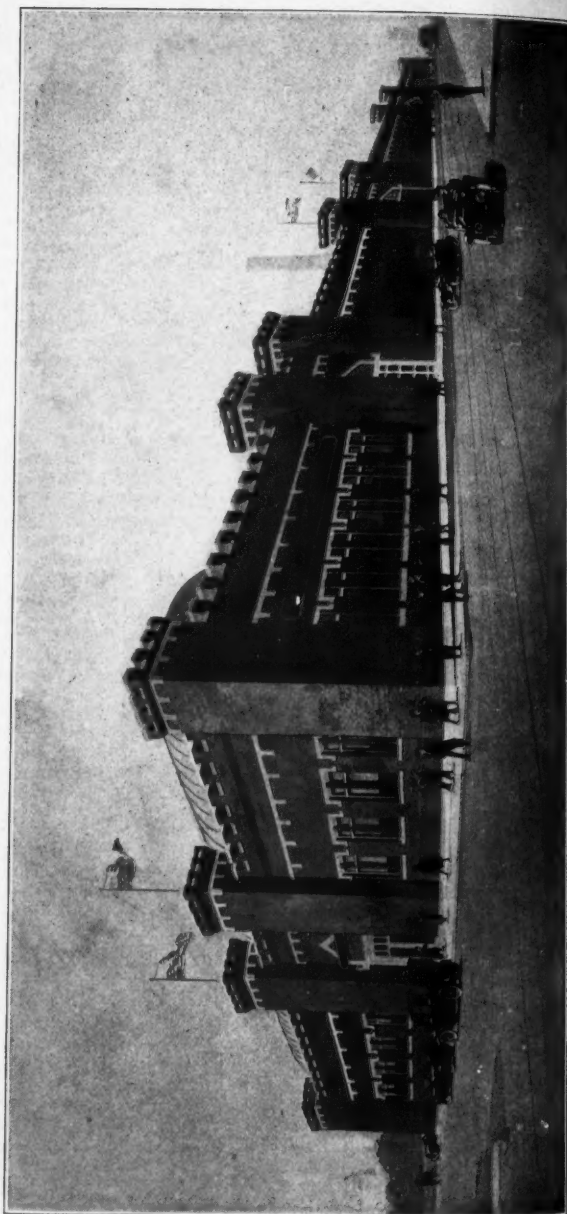
Twelve days after the Benoist "Air Boat Line" was established between Tampa and St. Petersburg, Fla., the local Swift & Company branch took advantage of the general local interest in the "flying boat" by shipping a couple of cases of hams and bacon to a St. Petersburg customer.

The provisions were delivered to the grocer, 25 miles away, in seventeen and one-half minutes. The "stunt" was reported by the local press, and created a good deal of comment.

Home of the Thos. Cusack Company

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PRINTERS' INK



THE LARGEST ADVERTISING PLANT IN THE WORLD
Clearing House

OF THE

Outdoor Advertising Association

At our fifth annual convention held in New Orleans—January 19th-24th—we effected an arrangement with advertising agencies which makes it highly satisfactory and profitable to them to embody the employment of our medium in planning campaigns for their clients.

If not familiar with this arrangement it would be well to be advised regarding it.

Our medium, forming the *Outdoor Connective Link*, is becoming more and more a vitally component part of every well-planned campaign.

CHICAGO

Thos. Cusack Company

NEW YORK

Satisfactory Results—

February 9, 1914.

Mr. J. M. HOPKINS.

General Manager, *Printers' Ink Publishing Co.*,
12 W. 31st., New York City.

My dear Mr. Hopkins:

Replying to yours of the 4th inst., your "Evidence of Buying Power" is very convincing, but it is not needed by THE STANDARD FARM PAPERS, since the results we get from your sterling publication are very satisfactory.

As you know, we were the pioneers in this educational advertising for farm papers and to its help we trace many of our general publicity accounts.

Another evidence is that other lists of farm papers, noting our success, have followed us, probably with profit to themselves.

With kindest regards, we are,

Very truly yours,

GEORGE W. HERBERT, INC.

A PUBLISHER who preached advertising but didn't practice it, was surprised when told that the advertising carried by PRINTERS' INK had increased 100% (based on actual cash receipts) during 1913 over 1909. He wanted to know the reason. This letter may help enlighten him and others looking for reasons. "Satisfactory Results" and "Profit to Themselves" is what has made this gain possible. It is a familiar story with PRINTERS' INK advertisers, and the only basis upon which business is solicited or desired.

PRINTERS' INK PUBLISHING CO.
12 West 31st Street New York City

Putting Better Stocks on Dealers' Shelves

The Problem of Assortment Which Must Be Solved in Advance of Big Consumer Advertising for Textiles—Preliminary Work Which Takes in Jobbers, Dealers and Company Salesmen

By William E. Simler

Of the Wendell P. Colton Advertising Agency, New York

I SUPPOSE I have been asked a hundred times why some of the staid and conservative textile houses do not tell the public about their goods, and when the question is reduced to its lowest terms I find that the interrogator wants to know why there isn't more large advertising space devoted to pushing the sale of dress goods and fabrics in consumer mediums. If large space and appropriations are good for a food product, or a smoking tobacco, or an automobile accessory, why aren't they equally available for textiles? And the answer is that large space and big appropriations are just as good for the textile manufacturer who has solved his many eternal problems of assortments, permanently trade-marking every yard of goods and disposing of short lengths and seconds, etc., etc.

The man with the breakfast food, or the tobacco, or the automobile accessory has just one thing which he is trying to sell. If the dealer has a small case of the goods—sometimes if he has only a single article—he may be said to have the goods "in stock." Only a trifling investment on the dealer's part is required. But the textile manufacturer is selling goods of which there may be a hundred or more varieties in a single line. The dealer who buys one or two or a dozen patterns "on spec" cannot always be said to be stocked at all. He must have an assortment of the goods from which his customer can satisfy her individual taste, and any adequate assortment means an investment far beyond that required to stock a small specialty. The use

of advertising space for textiles is steadily growing, as rapidly as manufacturers can handle the vast amount of preliminary work which is necessary before the product can be cleanly merchandised and advertised profitably.

I can best illustrate the importance of this preliminary work with some concrete examples from campaigns whose details I have been permitted to follow. We will refer to the advertiser by the name of Jones & Co., and the cloth advertised as "Fairview Fabric." In all other respects the facts are as I shall state them.

WORK PRECEDING CONSUMER CAMPAIGN

Jones & Co. are selling agents for a number of textile mills. They handle a great variety of lines, selling to jobbers exclusively. Among those lines is a trade-marked brand of wash goods, which is advertised to consumers under the name of "Fairview Fabric." This brand has now reached the stage where consumer advertising is effective. Let us see what preceded the consumer campaign.

Jones & Co., as I said, sell to jobbers. They do not sell direct to retailers, and have no facilities for doing a mail-order business to consumers. Fairview Fabric is only one of the many lines handled, and at the time the consumer campaign was first broached it was sold to upwards of 100 jobbers, large and small, who in turn sold it to dealers. How many dealers there were on the jobbers' books the company did not know. Of course, it did not know either where its dealer distribution was located or what sort of assortments were on the dealers' shelves.

The company was wise enough to foresee, however, that there was too much waste in persuading customers to ask for Fairview Fabric of dealers who did not have it, and still more waste in sending them to dealers who had only one or two patterns of the trade-marked material and a complete line of "other similar" goods. There were approximately 9,000 dealers in the country who

could profitably handle a textile of the grade and price of Fairview Fabric, but how many of them actually had it in stock the company did not know. A large quantity of the goods was being sold each year to jobbers—big jobbers who covered the entire country, and small jobbers who covered only a section—but exactly what the jobbers were doing with it remained unknown. They were selling it to dealers, of course, but the company must needs find out *where and in what assortments.*

Magazine advertising was planned, not only to educate and sell the goods to the consumer, but also to sell the proposition of complete stocks to the dealer. Fair-sized space was to be used in women's publications to start inquiries for samples and to stimulate the dealers without giving the wrong effect, like so many misleading campaigns of the past, with a flash-in-the-pan start and nothing else. Too much space would have made the dealers distrustful of the proper continuance of the campaign, and would also have disappointed a great many women who would ask at the stores only to find no stock at all, or only a small assortment of the goods. The latter would result, in the majority of cases, in sales of some other material.

TASK OF GETTING DEALER DATA

A large part of the advertising appropriation was set apart for the purpose of finding out who the dealers were who handled Fairview Fabric, and of working with them. The company took as a basis the 9,000 dealers whose locations and ratings showed that they could handle the material profitably, and sent a unique circular to them, telling of the approaching campaign and containing a large sample of the goods. A stamped return post-card was enclosed, which contained two statements: "I do handle Fairview Fabric and would like to receive your free co-operative advertising service," and "I do not carry the goods, but would like to receive samples and list of jobbers." The dealer was requested

to check the question which applied to his business and drop the card in the mail-box.

EXTENT OF DEALER RESPONSE

From the 9,000 circulars sent out, 2,500 cards were returned from dealers who said they handled Fairview Fabric. A large number of these dealers promised to join in the Co-operative Dealers' Campaign. The 2,500 dealers did not represent the entire number handling the line, but furnished a nucleus upon which the company immediately began to work directly, urging the maintenance of *complete stocks.* About 1,500 additional dealers replied, requesting sample range and jobbers' names. Later follow-up showed that a great many of these replies were turned into regular dealers and used the co-operative campaign. Jones & Co. consistently refused to sell any store direct, but agreed to fill orders through any jobber the retailer might elect. Dealers' names have continued to come in from time to time, until now the company has a list of several thousand dealers who handle Fairview Fabric, to whom it can address sales messages direct. Moreover, some progressive jobbers are keeping records of all sales of Fairview Fabric for instantaneous advertising co-operation with the selling agents.

Meanwhile the company's salesmen, calling upon the jobbers, were asked to get a list of customers to whom the jobbers sold the trade-marked goods. This was successful in interesting the salesmen in the advertising plans, and produced some tangible results. The house salesmen were handling a number of lines besides Fairview Fabric and could only have a partial interest in the proposition. Constant requests for information, however, gradually showed them that there was something special about this particular line, and made them study the advertising plans more or less. This also got the jobbers stirred up to the fact that something was doing, and the jobbers' salesmen carried the message on to their

IMPORTANT ANNOUNCEMENT

BY THE

Mátos-Menz Advertising Company, Inc., to Manufacturers Who Want to Reach the Farmer and Rural Buyers

REALIZING the immense possibilities in the Agricultural world—the wonderful opportunities offered manufacturers to open new avenues of business, and the need of trained experts in this field—we have, in addition to our fully equipped organization in Philadelphia and New York, further strengthened our service by absorbing the complete agricultural agency service of the George A. McDevitt Company, of Philadelphia. This now gives us an equipment, including staff of Investigators, Writers, Artists and Technical men, second to no other Advertising Agency in the country.

This department will be under the personal supervision of

Prof. Frederic H. Stoneburn

formerly Professor at the Connecticut Agricultural College, Storrs, Conn., practical farmer, writer, teacher and lecturer before numerous State and national agricultural societies.

Associated with Professor Stoneburn in the management of this department are experts in Veterinary Medicine, Horticulture, Agricultural Engineering, Agronomy, Dairying and Poultry Husbandry, all of whom will be consulted regarding questions of importance to our clients.

In addition to our service as advisers and copy experts, we maintain a completely equipped *Merchandising Department*. We are prepared to serve any advertiser with complete trade reports of conditions relating to his industry, and, in fact, can advise and care for every detail of advertising and merchandising from the creating of a trade-mark to supervising the distribution of the manufactured article, where necessary.

Our Merchandising Department, available to all our clients, is under the direction of a nationally known merchandising expert.

We invite all manufacturers who need this kind of service to correspond with us and arrange for appointments.

MÁTOS-MENZ ADVERTISING CO., INC.

**Bulletin Building
Philadelphia**

**Tribune Building
New York**

trade, in some cases advertising it, showing the dealer full details of the plan and explaining "dealer co-operative helps."

All this time a complete and compact set of advertising matter was being prepared; magazine ads, store and window signs, car cards, dealers' electros, lantern slides, etc. Then the first magazine ad made its appearance.

This follow-up was handled in much the usual way—samples sent and the customer recommended to a local dealer, if the company had one on the list. At the same time the dealer was written to regarding the inquiry. If no dealer in town was known to carry the line, the customer got her samples direct and was directed to call upon "any dealer." No suggestion was made that the company would supply her direct. If any of the 9,000 dealers first circularized were mentioned in the inquiry they were told of the inquiry and urged to buy from the jobbers—if they had not yet stocked the cloth.

The result is that the company has an invaluable file of dealers' names, together with the names of their jobbers and a good idea of the assortments they carry. It has a list of upwards of 10,000 consumers' names. These will be very useful when the company chooses to start consumer advertising on some other material, and with the information they contain are most valuable right now, because they enable the company to convince dealers of the immediate necessity of carrying good assortments of patterns and also give them selling suggestions.

The campaign has been successful enough to warrant the concern in spending a little more money each year advertising Fairview Fabric, and, what is more important, in extending the advertising principle to other materials in its line.

From the foregoing it should be evident, it seems to me, that the textile man's problem is complicated by a great many considerations which do not trouble the manufacturer of a specialty. In future articles I shall try to demonstrate the problem still further.

Quaker Oats Starts Campaign for New Package

The Quaker Oats Company is devoting its trade-paper space to the announcement of sales plans concerning the new 25-cent package of Quaker Oats.

The copy directed to dealers says in part: "In March we begin a new advertising campaign. We shall use magazines and weeklies with a combined circulation of 26,000,000 copies per issue. That is enough to cover every home in the country nearly one and one-half times over. It means at least 100 advertisements read by your customers.

"In all these advertisements, month after month, we shall feature the 25-cent size. We shall not merely announce it, but urge people to buy it.

"We still advertise and push—more than ever before—the popular 10-cent size. But the larger size offers ten per cent more oats for the money, and experience shows that it will be in wide demand."

What the merchandising advantages of the new package are will be seen from the following statement in a trade paper: "This is a package that retail grocers can push to their own advantage as compared with the smaller 10-cent size. That package pays on the basis of the retail selling price slightly less than 20 per cent profit. The new 25-cent package costs grocers \$3.66 and retails at \$5 per case. This gives the retail grocer a very handsome profit of 27 per cent. The price (25 cents) is being featured as a part of the advertising campaign and it is to be hoped that the retail grocery trade will not be so unwise as to begin to cut prices in connection with this new package."

Coast Papers Appoint Representatives

The San Francisco *Call* and *Post*, the Los Angeles *Herald* and the San Diego *Union* are now represented in the Western and Chicago territory by C. H. Brockhagen, headquarters in Chicago. E. C. Trowbridge has been appointed Eastern representative for these publications. Mr. Trowbridge will make his headquarters in New York.

Capper Wants Kansas Nomination

Arthur Capper, publisher of the *Topeka Capital*, on February 25 announced his candidacy for the Republican nomination for Governor of Kansas. Two years ago, Mr. Capper was the Republican candidate for Governor and was defeated by George H. Hodges by 29 votes.

Flanagan with Tagliabue Co.

T. F. Flanagan has left the Wales Advertising Company to become advertising manager of the C. J. Tagliabue Mfg. Co., Brooklyn, which makes thermometers and controlling instruments.

The Merchandising Policy Behind the Advertising Plan

From the Viewpoint of the Advertising Agent

By Robert Tinsman

President, Federal Advertising Agency, New York

ONLY the last few years have witnessed the development of the merchandising idea in advertising. So closely is this work now connected by advertisers of widest enterprise, that the terms "merchandising" and "advertising" may now be said to be synonymous.

This development in advertising is making it a precise practice, almost a science, so that an advertiser may now decide to spend his money with the same assurance of results as when he makes any other investment, as a gilt-edged bond or good real estate. All that is necessary to make his advertising investment a success is a meritorious advertisable product, and the determination persistently to follow the correct plan. But in the selection of the correct plan resides the room for error, unless the advertiser is efficiently advised or knows himself just what he is about. Consequently I would say that the first duty of the advertiser is to select the right advertising agent to help him prepare his advertising plan.

It used to be that this selection of an agent was a matter of pull, acquaintance or favoritism. Now it is different. Advertisers are beginning to realize that all good agents are not equally capable in handling all advertising accounts.

Besides being a capable, honest agent, it is necessary to know something definite about the advertiser's product and its market or there is a lot of lost motion, foolish experimenting and wasted time and money.

Soon it will come to pass that the advertising agent will be selected by right of specialized training and precise market knowledge

in each particular field. Then you will entirely eliminate guesswork and substitute certainty for chance in the advertising scheme of things.

THE SELECTION OF THE AGENT

Do you realize that the European advertiser really shows more sense in the selection of his agent than the usual American advertiser? I know such an advertiser who came over here with an open mind and a lot of money to spend for a good product. Did he ask a friend who was the right agent, or did he trust to casual introduction to bring an agent to his attention? No, indeed! He got a list of reputable agents; he found out which of these agents was especially successful with goods sold in the same channels that his goods must pursue, then he went out on a scouting expedition, and when he got through with his investigation he knew which agent knew the most about his line and its competition, its merchants and its market. Certainly results have proved the wisdom of such selection. If more American advertisers would rely less upon hearsay and tradition, and get down to the same careful selection of an advertising agent that they display in the selection of a bank or attorney, then there would be fewer mistakes.

Once the agent is selected, he begins to develop the plan which is the road that the advertising appropriation must travel.

An advertiser with a plan has an aim to accomplish. An advertiser without a plan is aimless, he wanders, he gropes, he is likely to lose himself and his money.

The first requirement of an advertising plan is an analysis of the product and its possibilities as they may be developed by ad-

Address delivered February 18, before the Twenty-third Street Y. M. C. A., New York.

CONCENTRATE your advertising on a single section or market until it has been put into remarkably good shape. This is the gist of the advice given by skilled advertising counselors who have been over the road and found from their experience and the experience of others, where the pitfalls are.

For intensive cultivation of the fertile advertising fields in the six Northern states concentrate in the

Local Daily Newspapers of New England

Concentrate your advertising in New England first. It is the logical place to start, easy to cover by a salesforce, has receptive dealers, good daily newspapers to carry your message, and an affluent class of citizens who have the money to buy the good things they want and the backbone to insist, if necessary, to get what they call for.

Any of these twelve cities will make a good starting point, and it is suggested that you write these papers regarding trade conditions, sales help, etc.:

| | | |
|----------------------------------|-----------------------------|---|
| <i>New Bedford</i> | <i>Standard and Mercury</i> | <i>Meriden, Ct., Record</i> |
| <i>Salem, Mass., News</i> | | <i>Waterbury, Ct., Republican</i> |
| <i>Springfield, Mass., Union</i> | | <i>Portland, Me., Express</i> |
| <i>Worcester, Mass., Gazette</i> | | <i>Burlington, Vt., Free Press</i> |
| <i>Bridgeport, Ct., Telegram</i> | | <i>Manchester, N.H., Union and Leader</i> |
| <i>New Haven, Ct., Register</i> | | <i>Lynn, Mass., Item</i> |

vertising. Such questions as the following must be answered:

CONSIDERATIONS AT THE START

Is this an advertisable product? Does it deserve to have money spent upon it to gain the confidence of the consumer? Unless it can keep this confidence there is no use to advertise it at all. Unless you can invest it with some distinction that will make it stand out from the common mass of merchandise, then you had better be very careful about spending your money.

If the merchandise itself does not present this distinction immediately to your attention, then some advertising genius must discover it.

Once we know that the product is advertisable, then we must select a name and prepare the package.

You know the fundamentals of a good name. It must be easy to remember, it should tell something, it should suggest a sale or prompt a desire.

The package must present the name clearly and attractively to the shopper. It must stand out from the shelves or on the counters. Here is another opportunity for advertising genius to add identity to the campaign. Only a few packages would really score 100 per cent in a competitive contest.

Now that the name and package have been decided upon, we must develop an advertising policy which the advertiser himself must understand in detail, and which must communicate itself precisely and plainly to each individual in the employ of the advertiser, especially to the salesmen.

You would be surprised to know how few salesmen of advertised products really appreciate the intention of the advertising and know how to present their goods as an advertising proposition, not merely as so much merchandise.

Once the salesmen do realize the potentialities of their advertised product, then you have so many active missionaries converting the trade in favor of the trade-mark.

There is a great difference, as

Worcester Mass.

This city is rich enough to buy anything you offer through the

Evening Gazette

In the savings banks alone there is on deposit in Worcester Banks more than there is on deposit in the entire ten Southern States.

This is the savings after living well for Worcester "makes good" to her people.

The GAZETTE is the home evening paper with 21,904 circulation.

Largest evening circulation of any Massachusetts paper published outside of Boston.

The GAZETTE goes into more homes in Worcester than any other Worcester Daily.

JULIUS MATHEWS
Representative

Over 24,000

paid subscribers,



Guarantees Circulation.
Scrupulous advertising policy.
 It means *prestige* to an advertiser to be in Medical Council.
 "Giving *practical* service to its readers"—is the *solid* foundation of Medical Council's success.
 The medical profession has *confidence* in Medical Council.
 It's the big value in medical field.
 Write, rates, sample copy, etc.
 42nd and Chestnut Sts., Phila.

The Chicago Record-Herald has the second *largest* circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the *first eight* morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

THE CHICAGO RECORD-HERALD

**Give These 100,000
Boys Your
Message!**



STURDY, red-blooded young Americans—clamoring for everything in sight. A truly profitable market for your goods. Advertising in

The Boys' Magazine

means vastly increased sales for you. Tell your story in good, plain English, then watch your sales record go up.

50c a line. 45c a line for $\frac{1}{2}$ page or more.

THE SCOTT F. REDFIELD COMPANY
Publishers Smethport, Pa.

Western Representative, Jas. A. Buchanan
1212 Marquette Bldg., Chicago, Ill.

you can see, between such work and the usual automatic, hand-me-out methods of the salesman who merely says, "You ought to buy this because it is advertised."

When salesmen and firm and everybody know what the advertising policy is, it is time to communicate this knowledge to the trade, which we will call "developing distribution." Here we must discover every possible avenue of assistance to the advertising appropriation. Jobbers, merchants, dressmakers, canvassers, manufacturers, dealers, retail salespeople—it all depends upon the kind of article—but you may know there are a lot of people concerned in the distribution of almost every product, a great many of whom are entirely overlooked in the ordinary advertising scheme of things.

How many dry-goods merchants realize the fact, for example, that there are just two trades among his salespeople—corsets and gloves? That these are the only two classes of salespeople who really qualify as skilled labor, and even these need considerable education.

How many advertisers in the department-store field pay particular attention to the intensive training of the salespeople who sell their products? Not very many, I can tell you.

Once all these factors of distribution have been made acquainted with the advertising plan, have been sold, so to speak, on both the advertising and the merchandise, then we are ready to consider our consumer campaign.

Perhaps it has already been necessary to begin advertising to the consumer along with our work upon distribution. Again I say it all depends upon the product, competitive conditions and the like. Here is where the specialized knowledge of the agent is indispensable in each particular field.

It is as easy to spend money at the wrong time as in the wrong way, and each is equally ruinous to the success of an advertising appropriation for a beginner.

Many do not realize the im-

mense advantage of timing each detail of expenditure at precisely the proper moment—to exercise the maximum results. If that fact would sink into the consciousness of all advertising beginners, advertising success would multiply immensely.

The advertising plan may find it necessary to cultivate territory by territory rather than begin national advertising. Such being the case, the advertiser must decide between newspapers, street cars and billboards for local work. Which he uses depends upon conditions. He may use part or all of these valuable mediums. He may decide to open his territory by personal work, sampling, retail demonstration, and the like, as such campaigns as Crisco and Wheatena employed to good advantage in the preliminary part of their plan.

Or, he may decide to use the magazines at once and rely upon his merchants to back him up with local advertising and displays.

These are details of the plan which will come out in discussions between the agent and his client. "It all depends," is the only big rule in advertising that never varies, and any advertiser who follows blindly the success of another advertiser is likely to fail, no matter how big a success he follows. Little things make a lot of difference, because they are magnified into big things when they are put into an advertising plan.

This whole matter of the merchandising policy behind the advertising plan sums down into such a homely rule for advertisers as "Be sure you get the right agent, be sure you are right, then go ahead."

Karo Offers Cash for Window Displays

The Corn Products Refining Company, of New York, which is an extensive advertiser of Karo products, announces in trade-paper advertisements that it will pay cash for window displays featuring Karo.

In these advertisements dealers are urged to ask their jobbers to explain the cash inducements which the Corn Products Company has authorized them to offer to dealers.

The Greatest Daily Newspaper in
Connecticut's Greatest City

The Evening Register

Sells more papers each day than any other New Haven Daily.

Carries more travel and resort advertising than any other New Haven paper.

Carries more financial advertising than any other New Haven paper.

Carries more retail store display than any other New Haven paper.

Carries more classified than any other New Haven paper.

Sells more goods for the same amount of money than any other New Haven paper.

New Haven has more than

133,000

population and if your goods are not on sale in this fair Connecticut city you are missing something good.

JULIUS MATHEWS
Representative


Have Your Ads Set in New York

You can save time and money by having your magazine ads set right here in New York. New York is the home of the publications. We can take your copy, set your ad in the most approved manner—adsetting is our specialty—have any number of plates made and delivered to any New York publications. This not only saves the postage on the plates but insures you getting ads set by men selected for their ad setting skill. Prices low because it is seldom necessary to reset "Franklin-set" ads. Write for further information about getting

Ads Set Right

Booklet on request.

The Franklin Press, Inc.
243-249 West 39th St., New York



One of a Strikingly Unique Booklet Series for Joseph P. Day. Created by

Joseph S. Edelman

Advertising Experts are agreed that the best advertising mediums are those publications which cater to certain well defined wants or serious needs on the part of the public.

PHYSICAL CULTURE

is the leader among this class of magazines. Its object is to supply health and strengthening information to those that need it. It necessarily attains a place in the hearts of its readers which no other class or character of publication can equal. It has their confidence and is a tremendous influence in their lives.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager
Chicago Office: People's Gas Building
W. J. Macdonald, Manager

**The Steadiest Growing
Magazine Advertising
Section in America**

Ad Men Working for Exposition Exhibit

Because the Michigan State legislature had refused to make an appropriation for a Michigan building at the Panama-Pacific exposition in 1915, a movement of all the advertising clubs in the State was inaugurated by H. A. Jones, president of the Detroit Adcraft Club to provide ways and means for securing proper representation.

Governor Ferris has appointed the following commission of advertising men to handle the matter: H. A. Jones, Detroit Adcraft Club; G. K. MacEdward, Detroit Board of Commerce; L. C. Covell, Grand Rapids Advertising Club; J. Newton Nind, Sr., Grand Rapids Association of Commerce; R. B. Lawrence, Bay City Ad Club; A. R. Treanor, Saginaw Ad Club; J. Harry McCormick, Kalamazoo Ad Club; W. A. Comstock, Alpena Board of Commerce; Floyd A. Allen, Flint Board of Commerce; Schurman C. Collins, Munising Board of Commerce.

At a recent meeting L. C. Covell was elected chairman; S. C. Collins, vice-chairman, and R. B. Lawrence, secretary. The size of the commission was increased from ten to twenty to include the State treasurer, the secretary of eminent domain, who is really the State's publicity man, Hugh Chalmers and others to be appointed later.

A plan to raise the necessary funds was decided upon, but for the present it will be kept secret. It is thought that about \$100,000 will be needed. An offer from the North American Construction Company of Bay City to donate a \$10,000 Ready-Cut house was held open for further consideration.

Special Newspaper Feature of U. S. Litho Dinner

A feature of the dinner to the heads of the Eastern division of the United States Printing and Lithographing Company, held at the Hotel McAlpin on February 21, was a 24-page newspaper. It was printed in large red type especially for the occasion.

On the first page was a news story of the officials of the company, but upon purchasing the paper the guests found the caricatures of the officials of the company printed on the inside pages. The paper was named the *Organization Bee*.

Guests of honor at the dinner were President John Omake, of Cincinnati; Vice-President William Ottman, of New York, and Treasurer Philip Campbell, of Cincinnati.

Kewanee's "Old Man"

The Kewanee Boiler Company of Kewanee, Ill., has a new advertising character known as "The Old Man Behind the Boiler." In one advertisement he is shown as a giant in a dim outline guarding over two rows of flat buildings, supposed to represent the 121 miles of flat buildings in Chicago heated by Kewanee firebox boilers.

Says Y. M. C. A.'s Should Advertise Their Work

Newspaper advertising as one of the best methods for advancing the interests of the Young Men's Christian Association was advocated recently at a conference of the officers employed by the Y. M. C. A. at the Central Branch of the association, 1421 Arch Street, Philadelphia.

William H. Crown, executive secretary of the West Branch, declared that the Y. M. C. A. should advertise and tell people what it had to offer; that the association needs the financial aid of the public, and the newspapers are the best mediums for making the needs of the association known. He said in part:

"Much of our equipment lies idle from 10 p.m. until 2 p.m. the following day. The question is, are we willing to allow so much of our athletic and educational equipment to lie idle just because people do not know what we have in that line? Let the public know of our facilities through the medium of the newspapers."

Plans for Developing More Southern Advertising

The advertising committee of the Southern Newspaper Publishers' Association met at Chattanooga, Tenn., recently to outline plans for advertising the South and its Southern newspapers. Members of the committee include W. C. Johnson, Chattanooga News; C. B. Johnson, Knoxville Sentinel; Victor Hanson, Birmingham; E. M. Foster, Nashville; F. W. R. Hinman, Jacksonville, Fla.; W. L. Halsted, Atlanta, and W. B. Sullivan, Columbia, S. C.

Proposed Bill Furnishes Copy Angle

Agitation on the subject of "pure shoes" has given manufacturers in the various supply lines a chance to advertise their goods a little more vigorously than usual. The Hideite Leather Company, which manufactures a waterproof leather-fibre board, recently ran full pages in the leather-trade journals, using photographs of heels made of Hideite and competitive materials to show the results of soaking in water for one hour.

Cotter with Tomer Agency

J. J. Cotter, formerly of the Boston Herald, has resigned from the advertising department of the E. T. Slattery Company to join the copy department of the Tomer Advertising Agency, Boston.

E. C. Bell, who has been the Chicago representative of the A. M. Briggs Company, Cleveland, is now covering all territory east of Chicago as the general representative of the company.

F. E. M. Cole and Burton R. Freer, of Chicago, who recently incorporated as Cole & Freer, special representatives, have opened a Detroit office.

Foremost Advertising Medium in its Field!

The only evening paper in the rich city of Portland, Maine, is the

Portland Evening Express

Every family in Portland that reads an evening paper reads the EXPRESS.

Circulation exceeds 19,500. Leads in everything—foreign, local and classified advertising and NEWS

JULIUS MATHEWS
Representative

House Organs

—like gold mines—

may be "producers" or "sinkholes."

Get the benefit of my years of investigation and successful practice in this field.

My data files are a mine of valuable information—facts, not theory—on practically every line of business.

Consulting, editorial and contributing service.

C. R. Lippmann

Advertising Counselor

37 East 28th St., New York

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER, Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30. quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, MARCH 5, 1914

Where the Anti-Trust Bills Hit Advertisers

Editorial comment upon the administration bills to supplement the Sherman Act has been deferred until we should have had time to consider them carefully in the light of their probable effect upon concerns within our immediate field. There are several features of the bills, as they now stand, which are likely to have serious effect upon whole groups of advertisers.

As to the general advisability of passing laws to supplement the present anti-trust law, we do not attempt to put ourselves on record. It is practically a certainty that supplementary laws of some kind *will* be passed, and business men are now concerned with the precise form those laws are likely to take.

The bill to include within the prohibitions of the Sherman Act "certain definite offenses" is loaded with potential dynamite for the manufacturer who is doing business on a policy of fixed resale prices. The "definite offenses" which are to be deemed

prima facie violations of the anti-trust law are the following:

(1) To create or carry out restrictions in trade; (2) to prevent competition in selling of merchandise; (3) to make any agreement, enter into any arrangement, or arrive at any understanding by which they directly or indirectly undertake to prevent a free and unrestricted competition among themselves or among any purchasers in the sale of any product, article or commodity.

We have italicized the phrases which spell trouble for any policy of price maintenance. The Supreme Court (as well as many other Federal Courts) has already refused to enforce price-maintenance agreements under certain conditions, and has specifically described them as constituting *restriction in trade*, as *preventing a free and unrestricted competition*, and *preventing competition in selling*. By the terms of the present bill, these acts would, of themselves, constitute violations of the Sherman Act, and the Supreme Court has already declared that attempts at price maintenance must be regarded as acts of this kind.

Again, the bill to supplement the Sherman Act, by adding several sections defining "attempts to monopolize" needs more careful scrutiny than we have yet seen given to it. On general principles it is of questionable value, because it attempts to define fraud, and a definition of that character is always an invitation to someone to devise fraudulent acts which will not come within the definition. Moreover, a definitive law always entails a list of exceptions, and with business conducted under so many and such differing conditions as is the case to-day, it is next to impossible to provide in advance for all the exceptions which may manifest themselves. We venture to assert that no one man or group of men can foresee half the emergencies which may arise to make the provisions of this particular bill utterly unjust.

For example: the bill provides that it shall be deemed an attempt

to monopolize if a concern discriminates in price between different purchasers of the same goods. Two "exceptions" are expressly noted: first, that concerns have the right to discriminate on account of differences in the grade, quality or quantity of the goods purchased, or on account of differences in the cost of transportation, and, second, that nothing shall prevent them from choosing their own customers.

But here is a concern, let us say, that manufactures shoes. It has its own warehouse stocks in New York, Boston, Chicago and Atlanta. Following its forecast of the demand, it has shipped stocks of oxfords to each of these warehouse points. But a cold and rainy summer in the East has shortened the demand, while the Middle West and South are booming. Under the bill we are discussing it would be impossible to move the slow stock by lowering the price, unless the same concession were made in territory where the demand is good. Many makers of seasonable products, particularly of wearing apparel, would be obliged to forego the possibility of "clearing" their wholesale stocks in slow territory, under penalty of becoming violators of the law of the land.

Another point. Section 10 of the same bill provides that it shall be an attempt to monopolize if a manufacturer makes a sale "on the condition or understanding that the purchaser thereof shall not deal in the goods, wares or merchandise of a competitor." That this places under a great disadvantage the manufacturer doing business on the "exclusive-dealer" plan needs no argument.

Other objections could be made, and have been made, but most of them lie outside our field. The bill prohibiting interlocking directorates does not immediately concern us, and that which establishes an Interstate Trade Commission is under process of modification. It is quite possible, of course, that the whole series will be greatly modified before final enactment, but such modification can only come as fast as Congress is con-

vinced that the bills in their present form would work injustice. It is therefore highly important for business men to give the subject more than cursory attention.

Above all, no one should become possessed of the idea that the bills apply only to "trusts" or to concerns doing business on a tremendously large scale. Any concern doing business across a State line is subject to the provisions of these new laws, and has an immediate and vital interest in the specific form they are to take.

The Man Who Is "Hard to Sell"

Just how many opportunities there are to fritter away an appropriation in directions which lead aside from the main line of travel is known only to the man who sits at the desk whence advertising is dispensed. He is the individual whose conception of the advertising policy must be clear-cut, and whose mental balance must be firm to withstand all sorts of temptation to depart from it: temptation which is likely to develop from within his own organization as well as from outside.

The existence of the "advertising graveyard" is a tribute to the many persevering men who have kept their concerns out of it. There isn't a single advertiser with an appropriation who doesn't have from one to a dozen plausible solicitations a day for mediums of more or less real value, but which nevertheless lead directly off from the main track. It is pretty nearly the easiest thing in the world to spend four-fifths of a \$25,000 appropriation for "side-lines," and thence to conclude that "advertising doesn't pay." To convince the officers of the concern in a case like this that only \$5,000 had been invested in real advertising would tax the resources of the cleverest solicitor in the bunch.

We would like to record our appreciation of the services of this strong-minded individual who sits on the lid of the appropriation chest. His is no sinecure. To-day he must withstand press-

ure from the first vice-president, who wants to see "our" ad in the blood-and-thunder publication he sometimes reads for relaxation; to-morrow he must regretfully turn down the solicitor for the perfectly good medium which he is impatient to use the moment his appropriation warrants it. He must judge everything, not from the standpoint of "What is its advertising value?" but on the basis of "What is its value as compared with what is already planned?" And all the while he must keep his mind open to intrinsic values, because he knows that by keeping on the main track he may some day be in the position to accept many of the offers he now rejects. So he must listen, ponder, and sometimes change his mind.

He is likely to be unpopular among solicitors, because his temper does not always outlast their patience. Sometimes they resort to tricks to force his hand, and brag about them in lobbies and clubrooms. It is a device of the eternal contest between the buyer and the man with something to sell, and we cannot blame them, or him. But pretty nearly everybody now appreciates that nothing is well sold unless it pays the buyer a reasonable profit, and the man whose grasp is firm on the purse-strings is likely to remain longer in the market than he whose ear is attentive to the siren of every solicitation. The man who is "hard to sell" is usually better sold.

Drawbacks of the Window Display

A good window display undoubtedly has very great selling value, but unless it continues good, unless it retains all of its early attractiveness and is removed or replaced before it becomes unsightly and repellant, there is danger of its undoing some of its good work. We would not think nowadays of continuing an old, battered, unpleasing advertisement in our magazine or newspaper space. Why should we make light of the valuable window?

The end of a window display is, in fact, hardly less important

than its beginning. And yet almost any trade will furnish plenty of unfortunate examples of show windows occupied and disgraced by derelict cut-outs, dummy cartons, trims and show-cards that long ago should have found their way to the ash-barrel.

These things are often expensive; the cost may be a few cents for a card, but may run up to two or three dollars for a single cut-out. If a crew is employed, as is sometimes done, to travel around the country installing them, it is to the advantage of the displays, but with a corresponding increasing cost to be charged up to advertising.

A large firm whose products appeal especially to automobilists, recently put out an attractive cut-out view of its factory, costing nearly a dollar. It was a really beautiful piece of lithographic work, but the sight of several of them, lately, wilted, dusty and bent out of shape, could not fail to suggest the desirability of a discard.

A food-product manufacturer catering to the restaurant trade sent out dummies. The cardboard was none too thick and soon began to collapse. It was summer time, too, and the flies had wanted a playground. All too soon the cartons called urgently for prompt retirement, but the call went unheeded for weeks in many restaurants; they stood forlorn and dirty, actually repelling instead of inviting customers.

Many similar instances will occur to any advertising man. Perhaps they have influenced him unduly in depreciating window displays.

These strictures apply chiefly to conditions in smaller cities and towns. The storekeeper in the larger cities wisely regards his windows as one of his best advertising assets, and is generally a keen window dresser. His windows are changed at frequent intervals. It is the small dealers who need coaching, and whose indifference to window display needs to be taken into consideration by the advertiser spending money for this sort of advertising.

A.
New

Lesan

Account

*Standard
Typewriter
Company*

¶ The best evidence of what an Advertising Agency *can* do, is what it *does*.

¶ We are, therefore, pleased to announce a new and interesting account—the Corona Typewriter—and shall be glad to have you watch for Corona advertising in the magazines.

¶ The Corona is the lightest (6 pounds) and most compact typewriter on the market. It is a complete, high-grade, standard writing machine, selling for \$50.00. It is "a typewriter for personal use"—travelers, lawyers, doctors, ministers, etc., find in it not only *portability*, but all the features of the higher priced machines. Curtis Publishing Co., Swift & Co., National Biscuit Co., General Electric Co., and hundreds of commercial institutions have purchased Coronas.

¶ Our Mr. Bloch will personally direct the campaign, in conjunction, of course, with the manufacturers. The experience which he has had in the stationery and office specialty field will mean that the Standard Typewriter Company especially will secure maximum results, as would any other manufacturer in this line. Mr. Bloch is in a position to personally direct a very few accounts of this class.

*A 6 lb.
Typewriter
For
Personal
Use*

H. E. Lesan Advertising Agency
Four-Forty Fourth Avenue, New York City

Old Colony Building, Chicago

Use of Type Instead of Hand-Lettering

Hand-Lettering Is Not Only More Expensive, but It Is Often Less Effective—Recent Displays Revised to Strengthen Certain Features—Study the Printer's Type Resources

By Gilbert P. Farrar

FIGURE 1 is a type of the advertisement which is good and doubtless is a producer of business, but which seems to fall just short of its full possibilities. It is a thankless business to criticize, and I would be much disappointed if the readers of **PRINTERS' INK** regarded me as just an iconoclast, laying about me with abandon. Rather I would be regarded as a co-worker, aiming sincerely to help with suggestions for betterment and not desiring to tear down. This, in fact, is the gist of the assignment **PRINTERS' INK** gave me at the start of this series of articles, or better, comments, on typographical display. Let us approach Fig. 1, therefore, in this constructive spirit.

Briefly, isn't this somewhat top-heavy in display and are the black lines far enough separated? What

rearrangement could be made in order to render the ad thoroughly a display unit?

In correcting the top-heaviness, we also help materially to correct the other features.

The six words, "Motorists, Get This Free Tire Book," in the original ad occupied such space as to make these words cost about \$16 each. And yet this number of words could be reduced one-half, or to three words, without injuring the pulling power of the ad, I sincerely believe. What is it? "Free Tire Book."

Who would be interested in this three-word heading except motorists? And whom else does the advertiser seek to reach?

But the main question is: If the phrase is to be a six-word phrase as it stands in Fig. 1, does the hand-lettering of it make it any more striking or forceful? In Fig. 2 I have rearranged the copy so that it can be set in type.

This arrangement gives more room for the body matter; more room for a large trade-mark cut, and more room for putting a border around the ad, in order to make the ad more of a unit on the page.

Do not think that I am decrying the use of hand-lettering. All

MOTORISTS **Get This Free** **Tire Book** "Care and Repair of Tires"

It's brimful of tire information—tells what to do for any tire trouble and explains why

SHALER
VULCANIZERS

Save Tires and Repair Bills

You can triple the mileage you get from your tires and save time, temper and repair bills by keeping them in good condition with a Shaler Vulcanizer.

We make a complete line of vulcanizers for every requirement, from the small vulcanizer for motorists use at home to complete Garage Equipment. Every Shaler has automatic heat control.

SOLD BY DEALERS EVERYWHERE

C. A. SHALER CO., 1401 Fourth St., Waupun, Wis.

FIG. 1—DOUBTLESS A PRODUCER, BUT SOMEWHAT TOP-HEAVY

→ **MOTORISTS** ←

GET THIS FREE TIRE BOOK
"Care and Repair of Tires"

SHALER
VULCANIZERS
Save Tires and Repair Bills

SOLD BY DEALERS EVERYWHERE
C. A. SHALER CO., 1401 Fourth St., Waupun, Wis.

FIG. 2—SUGGESTION WHICH ALLOWS MORE ROOM FOR REAL MESSAGE



FIG. 3—SCREEN OBSCURES LETTERING HERE. COMPARE FIG. 4

I am trying to do is to show the average advertiser that because hand-lettering is more expensive, it is not always more effective than type.

The artist who drew the heading on Fig. 1, evidently had the best of intentions and gave the advertiser something a little different. He knew how to draw good letters (and such men are not often standing around waiting for positions), but he evidently did not have sufficiently specific instructions as to the arrangement of what he was to draw.

From actual experience I have found that one can, with type only as a vehicle of display, produce often better ads than an artist with hand-lettering. The ad man usually has his principles of display well defined according to selling and psychology, while most artists principally strive to make their work beautiful and artistic.

I like the hand-lettered trademark name "Shaler" in Fig. 1, but I think it would stand being a trifle larger, as indicated in Fig. 2.

When in doubt—especially on a small ad—leave out all hand-lettering, except possibly the trademark nameplate.

Fig. 3 is an ad. that I clipped

several months ago, while Fig. 4 is one clipped more recently. Of course, the increased size of space permits more freedom in treatment. The introduction of a human figure in connection with the goods adds to the force of the display. But, leaving aside all these items, what is the missing quality in Fig. 3 that is found in Fig. 4? Answer: "Snug Seets," the headline.

And it's *not* hand-lettered in Fig. 4, while it is in Fig. 3.

The comparison of these ads will be of great value to every student of advertising and display. They teach many things by comparison. Fig. 4 could hardly be improved.

"Snug Seets" in type ought to prove that hand-lettering is a dangerous luxury—especially if carelessly used.

We can, however, get type that is so close to hand-lettering as to deceive even the average ad man—sometimes. This being true, why should we spend money on

**Save Half Your
Floor Space With**

SNUG-SEETS

BEAUTIFUL and novel in appearance. Chairs come to point and fit snugly under table when not in use. Exceedingly comfortable and ideal for soda fountain, card rooms, grill rooms, club houses, etc.

They pay for themselves by accommodating many more soda patrons than you can serve at ordinary tables. Beautifully rub-finished in mahogany, mission, white enamel, oak or any other hardwood color you wish. Price only \$25 a set—monthly payments arranged if desired. Money refunded if not pleased. Display glass show-case tops if desired. Write for catalogue.

W. B. McLEAN MFG. CO.
 Main Office and Factory, 1030-56 Herron Ave.
 PITTSBURGH, PENNA.

As expert fixture engineers, we design and build displaying systems that greatly increase sales in stores. Further information on request.

FIG. 4—NO HAND-LETTERING, BUT CLOSE TO PERFECTION. COMPARE FIG. 3



The Mahin Advertising Co.

The Mahin Advertising Company, of Chicago, consistent advertiser in PRINTERS' INK and constant reader of its pages, considers a reliable and complete reference library an indispensable part of the advertising agency's equipment. A special section in its offices is set aside for this purpose, and as the above photographs indicate, PRINTERS' INK holds the leading position.

In addition to the bound volumes kept on file, a number of copies of PRINTERS' INK are subscribed for, sufficient to regularly supply each department and each officer of the Mahin organization.

Printers' Ink Publishing Company



Gives Preferred Position to P. I.

Any subscribers to PRINTERS' INK who are not taking advantage of the opportunity offered to keep an unbroken file by using bound volumes, will find the initial cost but a fraction of the ultimate value received.

A copy or two mislaid or clipped interferes seriously with a file for reference, while bound copies suffer from no such losses.

1914 Bound Volumes of PRINTERS' INK \$8.00 (post paid). 4 books issued quarterly.

12 West 31st Street, New York

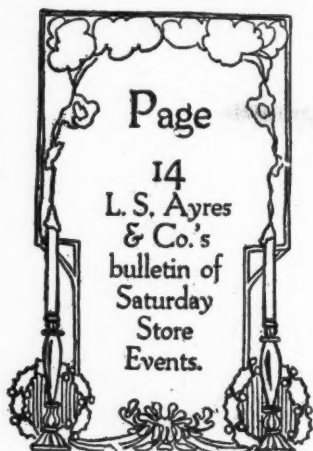


FIG. 5—GOOD EXAMPLE OF SKILFUL TYPE SELECTIONS

hand-lettering, especially on small ads, when it often turns out worse than useless?

A man who has been in the advertising business for many years and has handled many national accounts sent me a folder a few days ago with a note which read: "I like this piece. I like the nice, clean-cut hand-lettering."

He was very much surprised when he learned that the beautiful hand-lettering was not done by hand at all, but type.

Fig. 5 is a newspaper ad that I have shown to many people and not one guessed that it was type. Nearly everyone admired the

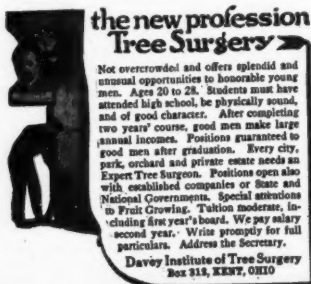


FIG. 6—HALFTONE COVERING LETTERING TENDS TO CONFUSION

"nice lettering." One man said, "An artist who can letter like that must be an expensive man." And this is a newspaper ad!

Think of anyone giving the time to select this type and cut to match as nicely as this does for a newspaper ad! It shows a marked advance in producing newspaper ads.

The type in this Ayres ad is the new "Packard" series.

Get at your printer's samples of type faces. Make him get you the type-foundries' sample books. Study them.

Use more type—especially on small ads. Add more discrimination to your knowledge and study of type and watch it pay dividends.

For some months past I've been noticing Fig. 6 in the magazines, but it was only a few days ago that I "found" the word "Learn." Why hide this word in a tree, when it is the key to the whole ad? "The New Profession of Tree Surgery" means little compared to "Learn the New Profession of Tree Surgery." And while we have sufficient white space below the tree to move more than the tree down, what's to hinder?

The headline in Fig. 6 is hand-lettered. I have laid out this in Fig. 7 to be in type. We save the cost of hand-lettering and we get a "clearer" ad. We also make "Tree Surgery" more prominent.

Fig. 6 must have pulled, because it has been used quite often lately. However, I sincerely believe Fig. 7 will do better.

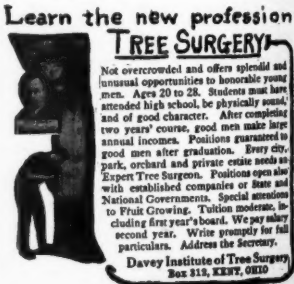


FIG. 7—HOW PLAIN TYPE MIGHT BE USED TO ADVANTAGE

Earnings in the Mail-Order Business

SEARS-ROEBUCK has started its new year in a vigorous manner, which gives promise of another twelve-month of excellent results. January gross made a gain of 8.3 per cent and now February is following along at the rate of a 12 per cent expansion.

It is interesting to observe that a 10 per cent gain in gross would give total sales of \$105,000,000 for 1914, or \$100,000,000 after taking out all allowances, discounts and other features.

Sears, Roebuck & Company has only recently sent to stockholders its statement of operations for 1913. Montgomery Ward, the other big Chicago mail-order house, has also given out its 1913 results.

A comparison is therefore in order and reveals some very interesting points of difference. Sears-Roebuck is, of course, much the larger undertaking. Its gross of \$95,584,000 compares with \$39,725,000 for the Montgomery Ward people, a difference of \$56,000,000.

The major distinction between the two companies, however, is in net. Sears-Roebuck made last year a profit of 9.8 per cent on each \$1 of gross sales. Montgomery Ward, on the other hand, made a profit of less than half that, or 4.1 per cent, which is partly accounted for by the fact that Sears-Roebuck manufactures a considerable percentage of its goods in its own factories. The company is not only a retailing organization, but an industrial manufacturer as well. Montgomery Ward is simply a distributing machine. Sears-Roebuck probably manufactures between \$20,000,000 to \$25,000,000 of the \$91,000,000 of products it distributes.

It is unfair to bear down too heavily upon the net results of Montgomery Ward for 1913. It was a period of reorganization, refinancing and the opening of new branch houses whose sales did not have time to measure themselves in net profits. A large bulk of unusual and incidental ex-

pense was written off during 1913 and the company starts this year with prospects much better for a fair margin of profit. In 1912 the company's ratio of net to gross was 6.7 per cent, against 4.1 per cent in 1913.—*Wall Street Journal*.

Average Failures Less Than One Per Cent

For some years readers of business publications have from time to time had served to them an alarming statement to the effect that "statistics show" that ninety per cent of business concerns fail. A moment's thought is enough to show that the statement is preposterous, and yet it was accepted by many.

The following table, made up from the records of R. G. Dun & Co., shows that in no year during the last twenty years have the failures been one and one-half per cent of the total number of firms engaged in business. Usually the year's crop of failures is less than one per cent.

| YEAR | NO. OF FAILURES | NO. OF BUSINESS CONCERNS | PER CENT OF FAILURES |
|--------|-----------------|--------------------------|----------------------|
| 1913.. | 15,037 | 1,616,517 | 0.99 |
| 1912.. | 15,452 | 1,664,279 | 0.98 |
| 1911.. | 13,441 | 1,525,024 | 0.81 |
| 1910.. | 12,652 | 1,515,143 | 0.80 |
| 1909.. | 12,924 | 1,486,389 | 0.80 |
| 1908.. | 15,690 | 1,447,554 | 1.08 |
| 1907.. | 11,725 | 1,418,075 | 0.82 |
| 1906.. | 10,682 | 1,392,949 | 0.77 |
| 1905.. | 11,520 | 1,357,455 | 0.85 |
| 1904.. | 12,199 | 1,320,172 | 0.92 |
| 1903.. | 12,069 | 1,281,481 | 0.94 |
| 1902.. | 11,615 | 1,253,173 | 0.93 |
| 1901.. | 11,002 | 1,219,242 | 0.90 |
| 1900.. | 10,774 | 1,174,300 | 0.92 |
| 1899.. | 9,337 | 1,147,595 | 0.81 |
| 1898.. | 12,186 | 1,105,830 | 1.10 |
| 1897.. | 13,351 | 1,058,521 | 1.26 |
| 1896.. | 15,088 | 1,151,579 | 1.31 |
| 1895.. | 13,197 | 1,209,282 | 1.09 |
| 1894.. | 13,885 | 1,114,174 | 1.25 |
| 1893.. | 15,243 | 1,193,113 | 1.28 |

Chicago Representative Takes a Partner

Charles M. Beer, formerly advertising manager of Hess & Clark (stock and poultry preparations), Ashland, O., and more recently advertising manager of the Franklin Motor Company, Syracuse, N. Y., has gone into business with Jas. A. Buchanan, special representative, Chicago.

Mr. Beer and Mr. Buchanan will represent the following in the Western field: *Threshermen's Review and Power Farming*, *Farm Engineering*, *Lippincott's Magazine*, *The Boy's Magazine*, *Southern Good Roads*, *Advertising and Selling*.

Carleton Foss Freese, formerly business and advertising manager of the *Providence News*, has joined the staff of the Standish Advertising Agency of Providence.

The Little Schoolmaster's Classroom

THE "publicity clause" in the Administration bill providing for establishment of an Interstate Trade Commission seems to be causing more anxious moments than any other part of the anti-trust programme. Like enough it will be greatly modified before the law is finally passed, but even if it goes through in its present form the Schoolmaster's good friends should take heart. The publishing business is a shining example of what can be accomplished in the bright glare of publicity—not a publicity merely *permitted* by statute, but imposed as a fundamental condition of doing any business at all.

* * *

For, look you—no publisher can lock the list of his customers in the safe, and go home in the knowledge that it is secure from the prying eyes of competitors! Neither can he keep secret the sources of the raw material which goes to make up his product! The moment the *Globe* is on the streets, the publisher of the *Mail* can spot every new advertising customer by simply putting on his specs. If his rival launches a circulation campaign, he can have the details at the cost of ten minutes with a subscription representative. When the *Journal* inaugurates a page of Beatrice Fairfax or a Mutt and Jeff comic, the *World* knows where the publisher got it, and pretty close to the amount he had to pay for it. Publicity is essential in the publishing business, yet it occupies a leading place in the list of industries, and includes many individual concerns which continue to exist and produce profits in spite of the fact that their business is and *must be* conducted in the public eye.

* * *

The Schoolmaster seems to remember that when the late Mr. Morgan inaugurated the system of publishing exhaustive reports of the business of the Steel Trust, there were dire predictions which

were never fulfilled. The figures of production and the list of customers are not so vitally valuable to competitors. What the latter would like to know is how to get the loyalty and the efficiency to *equal* the production, and how to train a sales force which could *sell* the customers. Those are things which no trade commission report can deliver. The Schoolmaster does not want to give the impression that he is actively championing the "publicity clause," but he cannot for the life of him see that it is necessarily going to cause any very widespread disaster. Unless, of course, a concern has been doing something crooked. But that is quite another story.

* * *

If the Schoolmaster were inclined to play any favorites, he could keep himself in hot water a good share of the time. Just now there are on his desk two letters asking him to recommend suitable advertising agents! One is from the Lexington Mill & Elevator Company, Lexington, Neb. (defendants in the "bleached flour" case recently decided by the Supreme Court) and the other is from G. H. Williams Company, Camden, N. Y. The latter makes a line of foot remedies, and the former does a general milling business in restricted territory. Asking the Schoolmaster to recommend an agent on the basis of information contained in a one-page letter is somewhat akin to a request to recommend a general manager, a partner, or even a wife. As a matter of fact, with advertising pages to the right and the left of him, the Schoolmaster is continually "recommending" advertising agents, and he will vouch for the fact that they are all capable of rendering conscientious service, or else the advertising department of PRINTERS' INK wouldn't give them access to our pages.

* * *

One of the best advertising

phrases which has come to the Schoolmaster's notice in a long time is used in the latest catalogue of the Hoosier Kitchen Cabinet Co. "No Homesick Hoosiers" is the subhead, and the copy reads: "We don't build homesick Hoosiers. When they leave your store they're weaned—gone for good. Warping, racking, cracking, and the thousand and one little ills that can happen to the kitchen cabinet family are unknown in the Hoosier."

"Homesick Hoosiers" is one of those happy combinations of words which look as though the writer was struck by inspirational lightning. Just how much hard "boning" such a phrase represents is known only to those who have tried to write one. Maybe it does come all in a flash at the end, but the flash isn't generated by the process of gazing at the ceiling, or stampeding through the dictionary.

* * *

"That listens all very fine," said a veteran small-town druggist to an enthusiastic toilet-soap salesman urging him to get onto "the band wagon" on the strength of proposed local advertising, "but the trouble with the ads you are showing me is that they will only switch the demand from the brands of soap which I already have capital invested in, to a new and untried brand which I have to tie up more capital in. Up there on the shelf you see a dozen different ten-cent toilet soaps, all 'just as good' and maybe a good deal better for all I know than yours. Why should I reduce my turn-over by switching the sale from this soap

We Translate

Advertisements
Articles
Books
Catalogues
Correspondence
Documents
Pamphlets, Etc.

into foreign languages.

Information on request.

**AMERICAN BUREAU
of
FOREIGN LANGUAGE
TRANSLATIONS**

3630 W. Diversey Avenue
Chicago, Ill.



1847 ROGERS BROS.

"Silver Plate that Wears"

Spoons, Forks, Knives, etc., of the highest grade carry the above trade mark.

Guaranteed by
the largest makers
of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., MERIDEN, CONN.
Successor to Meriden Britannia Co.
NEW YORK CHICAGO SAN FRANCISCO



AD-TIP

No. 24

There are not many cities the size of Elizabeth which can be thoroughly covered by one medium. But that is the case when you advertise in the Elizabeth Daily Journal.

Circulation Daily 13,653

Member A. N. P. A. Bureau of Advertising and Gilt Edge List.

Elizabeth Daily Journal

ELIZABETH, NEW JERSEY

Population 80,000

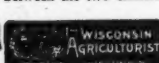
F. E. NORTHRUP, Special Representative
325 Fifth Ave., N. Y. Advertising Bldg., Chicago, Ill.

A Vital Message

for the manufacturer who is not satisfied with Sales Returns from inquiries he has spent good money to secure:

I've specialized on the follow-up for years—studied, investigated and worked with it until I *know it*. This during a service of seventeen years in various executive, sales and advertising connections—principally in the electrical field—in all of which I "made good." This broad-gauged experience has amply qualified me to plan, write and execute the kind of follow-up that will net *greatest returns*, and I now want to connect with the one concern in need of such service, either on follow-up work entirely, or in complete charge of advertising where follow-up is important. Given right proposition and proper co-operation I will *guarantee* greater returns. Have good mechanical training and working knowledge commercial law. Age, 34; married. In good health. Ready May 1st. Salary, \$2,000. Who wants proofs? "PROOFS," Box 160, PRINTERS' INK.

IN one representative small town where we made investigation, 75 per cent of the farm trade paid cash, as against 60 per cent of the town people; and the business was about equally divided between the two classes.



The German Weekly of National Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 125,667. Rate 35c.

to yours? Now if you will run demand - creating copy—copy which will make the 75 per cent of the people here in town who are buying soap from the grocery store for five cents, come into my store to buy the ten-cent brands—why, that's a horse of a different color. I can't see why I should go out of my way to tie up more capital in ten-cent soap unless you can assure me you are going to create more users of ten-cent soap in this town."

As the Schoolmaster sees it, there is too much copy which simply switches demand and reduces a dealer's turn-over, without really bringing any new business into his store. No wonder some of them are becoming hard nuts to crack.

* * *

The following is from the Harvard *Crimson*:

"Letters of all kinds written to order. Requests for checks you have hesitated to ask for—letters pacifying irate fathers—letters of acceptance and regret—letters of apology—bread-and-butter letters, etc. Any little love affair we can fix up? We succeed where the individual fails."

Some have thought that the value of the "outside point of view" was discovered by advertising men, but this seems to prove that the "discovery" has been made in various quarters. It reminds the Schoolmaster of an instance where an old man, who employed a young man as his secretary, fell in love with a pretty schoolteacher and delegated the writing of most of the letters to his youthful helper. The young man, with the ardor of youth, occasionally "spread himself," and the result was that when Mr. Elderly Lover came to sign the passionate documents he would often shake his head a little doubtfully but usually wound up with saying, "Oh, well, let it go, and we'll see what it brings." It brought one of the most humorous and most widely-advertised breach-of-promise suits ever tried in the State! So it seems as if there might be sometimes too much of an outside viewpoint.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. Cash must accompany order. Forms close 10 a.m. Monday preceding date of issue.

ADVERTISING AGENTS

ARREST FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1881. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

BILLPOSTING

8¢ a Sheet Posts R.I.
LISTED, PROTECTED AND GUARANTEED SHOWING
ADDRESS LAPHAM BUILDING, PROVIDENCE, R.I.
Standish-Barnes Co.

COPY WRITERS

LETTERS, booklets, etc., that bring results—that's the kind we write. Forceful, effective work. Low Rates. Send requirements. **AD. WIDDER**, 181 Broadway, Brooklyn, N. Y.

CIRCULARS MAILED

Have You Circulars to Mail?

Then let me mail them to a buying class of people. For further information and rates address, **AARON H. JACOBSON**, Box 396, Phoebus, Va.

FOR SALE

AUTOMOBILE PAPER, monthly, large circulation, will be sold cheap. Owner cannot give it. Also have other trade papers will sell. Address **PUBLISHER**, Box 65, Pittsburgh, Pa.

MATRIX ROLLER MACHINE FOR SALE, good order. Replaced on account of heavier machine required for the use of dry mats. **GERMAN DAILY GAZETTE. PUBLISHING CO.**, Philadelphia, Pa.

WHY NOT SAVE MONEY: Rebuilt addressing machines, various makes and models; envelope sealers; letter folding machines; Multigraphs; stamp affixers; signotype; Paragon paper cutter. A-1 condition. **OFFICE DEVICE CO.**, 716 Chestnut St., Philadelphia, Pa.

HELP WANTED

WANTED: ADV. SOLICITOR—Leading weekly engineering paper desires high-class man with successful experience. Liberal compensation, salary and commission, or commission and drawing account. Excellent opportunity for a business getter. **WEEKLY**, Box 8, Sta. D, N.Y.

WANTED—Experienced Assistant to Newspaper Publisher. Must be hustler. Send full particulars and photo in first letter, stating age, experience and salary expected. **EVENING STAR**, Meriden, Miss.

WANTED: To manage the electric appliance shop of a large electric light company, a man capable of taking charge of a high-class store; one who can initiate window displays, selling plans, advertising, etc. Apply, stating experience and salary expected, to **B. E.**, AD-Box 629, care of Printers' Ink.

WANTED—A splendid opportunity is open for a man who has executive ability, original ideas, virility and enthusiasm, and can write sales-making letters, to manage the subscription sales department of a large engineering journal. Address, stating full experience, age, qualifications and salary required. Address **Box AD-638**, care of Printers' Ink.

WE WANT one or two advertising solicitors who can sell 210,000 high grade farm circulation at 40 cents to 75 cents a line. Our men must be such whose word for what they offer will go with advertisers, after they have convinced themselves that they are representing the very best value in the farm paper field. **J. A. EVERITT**, care of Up-to-Date Farming, Indianapolis, Ind.

Manager for Mail Order Book Selling Department Wanted

A large New York City publishing house with first-class line of books offers exceptional opportunity to right man to become manager of its mail order department. The person to be engaged must have a record of successful achievement, ability to devise and conduct profitable mail order selling campaigns, and courage to work for a small salary and liberal share of any profit that may be earned. Position will be permanent. Address in confidence, giving full information as to age, experience, and character. Address **Box AD-625**, care of Printers' Ink.

Answers not desired from men who do not have ability and ambition to earn at least \$10,000.00 a year.

MISCELLANEOUS

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

POSITIONS WANTED

Ass't to Adv. Manager—One year with advertising agency. Wrote newspaper, magazine and booklet copy. Compensation secondary to desirable connection. AD Box 634, Printers' Ink.

ADVERTISING SOLICITOR—experienced, resourceful, constructive worker; wide, favorable acquaintance New York City and Eastern territory, including New England, seeks opportunity on general or class publication. Highest indorsements. Box AA-541, Printers' Ink.

ADVERTISING MANAGER of one of Iowa's largest clothing stores, having reached limit of opportunity with present employers, seeks new connection. Plan and execute every detail of large campaigns—including dept.-store experience. Exceptional references. Box AD-621, P. I.

A RELIABLE ASSISTANT

Six years' advertising experience handling copy, printing, typography, engraving and paper. Now with Agency. Highest references from pre-ent and past employers. If results count write me. Box AD-624, care of Printers' Ink.

AN INTELLIGENT YOUNG MAN

Columbia Student, age 22, of excellent character and references, desires a position as "Copy-writer," where there are opportunities for a "live" man with original ideas. I. NECHOLS, 32 West 112th St., New York.

ASSISTANT TO ADVERTISING MANAGER OR SUPERVISOR—Specialist at co-operative and connective advertising, with extensive experience at window and interior decoration, sign and showcard work, house to house work, detailing of retailers, etc., desires an opportunity to demonstrate his ability to some progressive firm or agency. Age 30, well educated and have excellent record. Can direct work or execute it. Box AC-602, care of Printers' Ink.

ADVERTISING MAN

With seven years of successful selling experience as sales-manager and through advertising, combined with ability to plan campaigns, sales-producing copy, effective layouts, catalogs, booklets, folders and follow-up letters, desires a position as assistant to a busy advertising manager. Highest credentials, Age 25. At present with an agency. Situation wanted in New York or vicinity. Box AD-632, care Printers' Ink.

I WANT A JOB

15 years, retail, mail order, manufacturing and agency advertising, clean A-1 record. 6 years one New York agency; now 3 years retail store, almost million dollar business. Good Copy, strong Display, Brains, Loyalty. Box AD-627, care of Printers' Ink.

A LIVE WIRE EXECUTIVE

capable of developing an efficient sales organization, desires a connection with a broad-gauge house, manufacturing a technical product. Over seven years of successful manufacturing and sales experience has fitted me for larger opportunities than my present position affords. My services are available after April 1st. Philadelphia or New York location preferred. Salary \$3,000 to \$4,000. Box AD-628, care Printers' Ink.

AN ADVERTISING MANAGER AND REAL EXECUTIVE

If you want an advertising manager or assistant who can write strong "human" copy and lay it out to the best advantage, I can help you. Have a thorough knowledge of printing, plates and the way to run an effective advertising department. 30 years of age, technical college training and 5 years in advertising where I have won the confidence of "men who know." Let me write some copy and lay it out for you. Box AD-629, care of Printers' Ink.

Make Your Stamps Pay

If it costs you \$18 for each stenographer's daily output or letters—for postage, stationery, labor, brains—and if only 10 per cent. of those letters do business, you lose \$16.20 a day per stenographer. The loss in orders that might have been won by written-to-fit letters can't be measured.

Nobody can make your letters sell goods 100 times out of 100. But it's economy to raise the ratio.

Newspaper man, 12 years in positions of executive responsibility, can qualify as superintendent of your correspondence. Thirty-eight years old, habits good. Income tax salary expected.

Address Box AD-623, care of Printers' Ink.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room; four-color rotary, cylinder, perfecting, job and embossing presses, etc. Coin Cards. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

THE WINTHROP PRESS, 141 E. 25th St., N. Y.

PUBLISHING BUSINESS OPPORTUNITIES

In order to effect a quick sale, owner will sell his special financial monthly for \$10,000. Gross business averages over \$20,000 for five years with corresponding profits. Should be published in Middle West or West. HARRIS-DIBBLE COMPANY, 71 West 23rd St., New York

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.

ALABAMA

Birmingham Ledger, dy. Average for 1912, 14,000. Best advertising medium in Alabama.

ARIZONA

Phoenix Gazette. Average gross circulation Jan. 1914, 7,610.

CALIFORNIA

Los Angeles Tribune. D'y & S'y av. '12, 59,261. Largest morning circulation in Los Angeles.

CONNECTICUT

New Haven Evening Register, daily. Aver. for 1913 (sworn) 19,236 daily, 2c.; Sunday, 15,630, 5c.

Waterbury Republican. Examined by A. A. A. regularly. 1913. Daily, 8,666; Sunday, 9,532.

ILLINOIS

Joliet Herald, evening and Sunday morning. Aver. year ending Dec. 31, 1913, 9,591.

Peoria Evening Star. Circulation for 1912, Daily, 31,891; Sunday, 10,449.

INDIANA

South Bend Tribune. Sworn average Jan. 1914, 13,707. Best in Northern Indiana.

IOWA

Burlington Hawk-Eye. Average 1913, daily, 14,118; Sunday, 10,618. "All paid in advance."

Des Moines Register and Leader-Tribune, daily average Dec. '13, 60,000; Sunday, 43,000. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Washington, Eve. Journal. Only daily in county. 1,978 subscribers. All good people.

Waterloo Evening Courier, 16th year; Av. dy. 1913, 9,331. Waterloo pop., 29,000.

KENTUCKY

Louisville Courier-Journal. Average 1912, daily, 23,066; Sunday, 49,161.

Louisville The Times, evening daily, average for 1912 net paid 49,632.

LOUISIANA

New Orleans Item, 6 mos. sworn statement U. S. I.O. d'y & Sun., Apr. 1 to Sept. 31, net cir. 83,901.

MAINE

Augusta Kennebec Journal, daily average 1912, 10,906. Largest and best cir. in Cent. Me.

Bangor Commercial. Average for 1913, daily 10,810.

Portland Evening Express. Net average for 1913, daily 19,537. Sunday Telegram, 13,002.

MARYLAND

Baltimore News, daily. News Publishing Company. Average 1913 — Sunday, 56,888; daily, 76,733. For Jan., 1914, 78,985 daily; 89,330 Sunday. The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS



Boston Globe. Average circulation. Daily (2 cents a copy) 1912, 190,149.

"Sunday

1912, 322,915.

Advertising Totals: 1912, 8,442,511 lines

Gain, 1911, 266,450 lines

1,724,621 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston Evening Transcript (©©). Boston's tea table paper. Largest amount of week day ad.

Lynn Evening Item. Daily sworn av. 1911, 16,987; 1912, 18,338; 1913, 19,873. Two cents. Lynn's family paper. Covers held thoroughly.

Salem Evening News. Actual daily average for 1912, 19,198.

Worcester Gazette, evening. Av. Jan. to Dec., '13, 21,906. The "Home" paper. Largest ev'g circ.

MICHIGAN

Detroit Michigan Farmer. Michigan's only farm weekly. Average circulation 1913, 81,331

MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 106,380.

Minneapolis. *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1913, daily *Tribune*, 106,763; Sunday *Tribune*, 159,163.

MISSOURI

St. Louis. *National Farmer and Stock Grower*, Mo. Actual average for 1913, 126,603

NEW JERSEY

Camden. *Daily Courier*. Daily, Jan. 1st, 1913, to Dec. 31, 1913, 10,728.

Camden. *Post-Telegram*. 11,392 daily average 1913. Camden's oldest daily.

Trenton. *Times*. Only evening and Sunday. '10, 19,238; '11, 20,115 '12—21,968.

NEW YORK

Buffalo. *Courier*, morn. Ave., 1912, Sunday, 99,692; daily, 84,496; *Enquirer*, evening, 37,182.

Buffalo. *Evening News*. Daily average, ten months, 1913, 103,318.

Gloversville and Johnstown. *N. Y. The Morning Herald*. Daily average for 1912, 6,739.

Schenectady. *Gazette*, daily. A. N. Liecny. Actual Average for 1912, 23,610. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

NORTH CAROLINA

Charlotte—Best town two Carolinas. *News*, best Evening and Sunday paper. Investigate.

Winston-Salem. *Daily Sentinel* (c) av. Dec., '13 4,899. *Semi-Weekly Sentinel*, av. Dec., '13, 7,373.

OHIO

Cleveland. *Plain Dealer*. Est. 1841. Actual average for 1913: Daily, 113,497; Sun., 144,684. For Jan., 1914, 110,073 daily; Sunday, 147,828.

PENNSYLVANIA

Erie. *Times*, daily. Av. cir. 1st 6 mos. 1913, 22,835; 22,823 av., Jan., 1914. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia. *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1912, 87,323; the Sunday *Press*, 178,888.

Washington. *Reporter and Observer*, circulation average 1912, 13,060.

West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1913, 15,188. In its 42nd year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. *Times-Leader*, eve. net, sworn, average 1st 6 mos. 1913, 19,124.

York. *Dispatch and Daily*. Average for 1913, 19,137. Covers its territory.

RHODE ISLAND

Newport. *Daily News*, (evening) 66th year. Covers field. Circulation for 1912, 4,890.

Pawtucket. *Evening Times*. Average circulation for 1913, 21,628—sworn.

Providence. *Daily Journal*. Sworn ave. net paid for 1913, 19,036 (©). Sunday, 30,494 (©). *The Evening Bulletin*, 47,802 sworn ave. net paid for 1913.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1913, 6,630.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1912, 8,598.

Columbia. *State*. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,626. March, 1913, average, daily, 20,480; Sunday, 20,180.

VIRGINIA

Danville. *The Bee* (eve.) Aver. Dec., 1913, 6,704. Jan., 1914, average, 6,790.

WASHINGTON

Tacoma. *Ledger*. Average year 1912, daily and Sunday, 21,347.

Tacoma. *News*. Average for year 1912, 20,698.

WISCONSIN

Janesville. *Gazette*. Daily average, Dec., 1913, daily 6,640; semi-weekly, 1,439.

Racine (Wis.) *Journal-News*. Daily average circ. Jan. 1st to Dec. 31st 1913, 6,822.

ONTARIO, CAN.

Fort William. farthest West city in Ontario. *Times Journal*, daily average, 1912, 4,132.

SASKATCHEWAN, CANADA

Regina. *The Leader*. Average, 1st 3 mos. 13, 12,308. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

NEW Haven Register. Leading want ad medium of State. Rate 1c. a word. Av. '13, 19,336.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MINNESOTA

THE Minneapolis Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,179 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 1 Cent a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

NEW YORK

THE Buffalo Evening News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(◎◎) Gold Mark Papers (◎◎)

ILLINOIS

Bakers' Helper (◎◎), Chicago. Only "Gold Mark" journal for bakers. (Oldest, best known.

The Inland Printer, Chicago (◎◎). Actual average circulation for 1912-13, 17,266.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston Evening Transcript (◎◎), established 1830. The only gold mark daily in Boston.

Worcester L'Opinion Publique (◎◎). Only French daily among 75,000 French population.

MINNESOTA

The Minneapolis Journal (◎◎). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (◎◎) is THE advertising medium of Brooklyn.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magazine (◎◎). Specimen copy mailed on request. 253 Broadway, N. Y.

New York Herald (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

New York Tribune (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The Press (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,858.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

* RHODE ISLAND

Providence Journal (◎◎), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The Memphis Commercial Appeal (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 56,000; Sunday, over 87,000; weekly, over 96,000.

WISCONSIN

The Milwaukee Evening Wisconsin (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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In Numbers There is Strength —and Service

Taylor-Critchfield Service is not one-man Service.

We have built up a complete, symmetrical organization of *doers of things*—not *theorists*.

But our Service to the Advertiser is no less Personal because we bring to his problems the Knowledge and Judgment of a group of highly trained Advertising and Merchandising Specialists.

Their Combined Experience is of invaluable aid.

We are not infallible. But the Taylor-Critchfield record in connection with leading national campaigns is pretty strong proof of the quality of our Plans and Copy.

There is a suggestion to smaller advertisers in the fact that some of our largest and most prosperous clients today started with us with an investment of a few hundred dollars.

If you are really interested in injecting new, live *Selling Steam* into your business, why not let us make a careful investigation and recommendation, without cost to you?

Have you read our new booklet "Sincerity First?" Advertisers and all believers in good business will find it of practical interest. Mailed on request. Address

The Taylor-Critchfield Co.

Advertising and Merchandising Agents

Brooks Building

New York

Chicago

Detroit

100 New Chicago Dealers In 30 Days

were secured by one manufacturer, introducing a new product in Chicago against strong competition. These 100 new dealers were secured by only two salesmen, one of whom worked less than two weeks and the other the full 30 days.

But they worked with specific and detailed information regarding Chicago conditions, provided for them by **THE CHICAGO TRIBUNE'S** Advertising Promotion Department, and were backed up by an intelligent advertising campaign which was based on that same information.

THE CHICAGO TRIBUNE will be glad to extend the same valuable co-operation to any manufacturer who contemplates placing a new product on the Chicago market or who wishes to materially increase the sale of a product already introduced.

THE CHICAGO TRIBUNE prints more advertising than any other newspaper in New York or Chicago.

The Chicago Tribune

The World's Greatest Newspaper
(Trade Mark Registered)

Eastern Advertising Office: 1216 Croisic Bldg., 220 Fifth Avenue, New York City
Pacific Coast Office: 742 Market Street, San Francisco